35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 14, 1960

What happens to broadcasting regulation after Jan. 20? A special report 29

Inside story of how Kennedy won because of television debates 32

Talent strike may be called this week against all the networks 54

New survey shows that fm set circulation is growing in New York 62

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BUY THE CHOICE CUT!

Iowa has 25% of all the Grade A farm land in America—has 63 of the nation's top-income farm counties as against 40 for Illinois, 29 for California, 28 for Minnesota.

There are many more top-income farm counties in WHO-TV's 57-county area than in any other U. S. television-coverage area. In these 57 counties, the average farm income is more than $14,000 per year!

When you buy WHO-TV, you can figure that you're buying Metropolitan Des Moines, Iowa's largest metropolitan center, plus a 1½ billion-dollar farm and small-town market *bonus* in Central Iowa!

No matter how you slice it, WHO-TV gives you the nation's most important farm market in which there is also a large metropolitan center. Ask PGW for all the facts.

Source: Sales Management Survey of Buying Power, July 10, 1960, and SRDS, October 15, 1960.

WHO-TV

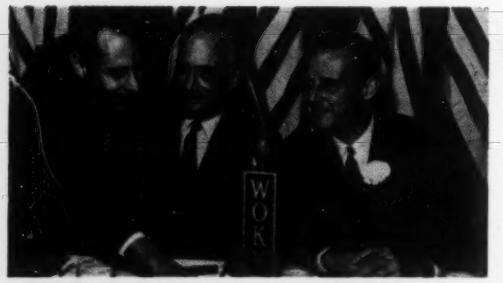
Channel 13 • Des Moines

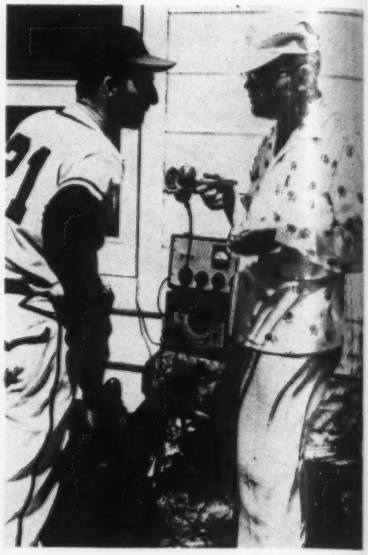
NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines; WOC-TV, Davenport





WOKY is a current history of Milwaukee in natural voice and sound. People and events are broadcast from the scene to metro Milwaukee and 54% of Wisconsin's population. WOKY is proud of its complete integration into community life, a development of thirteen years in devoted service.

Good for advertisers too, since such penetration gives increased results and prestige to any campaign.

WOKY — pronounced "waukee" — means Milwaukee. Represented by John Blair & Company.

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WOKY Milwaukee
KYA San Francisco
KCBQ San Diego
TeleHaiti
TeleCuracao
TelAruba

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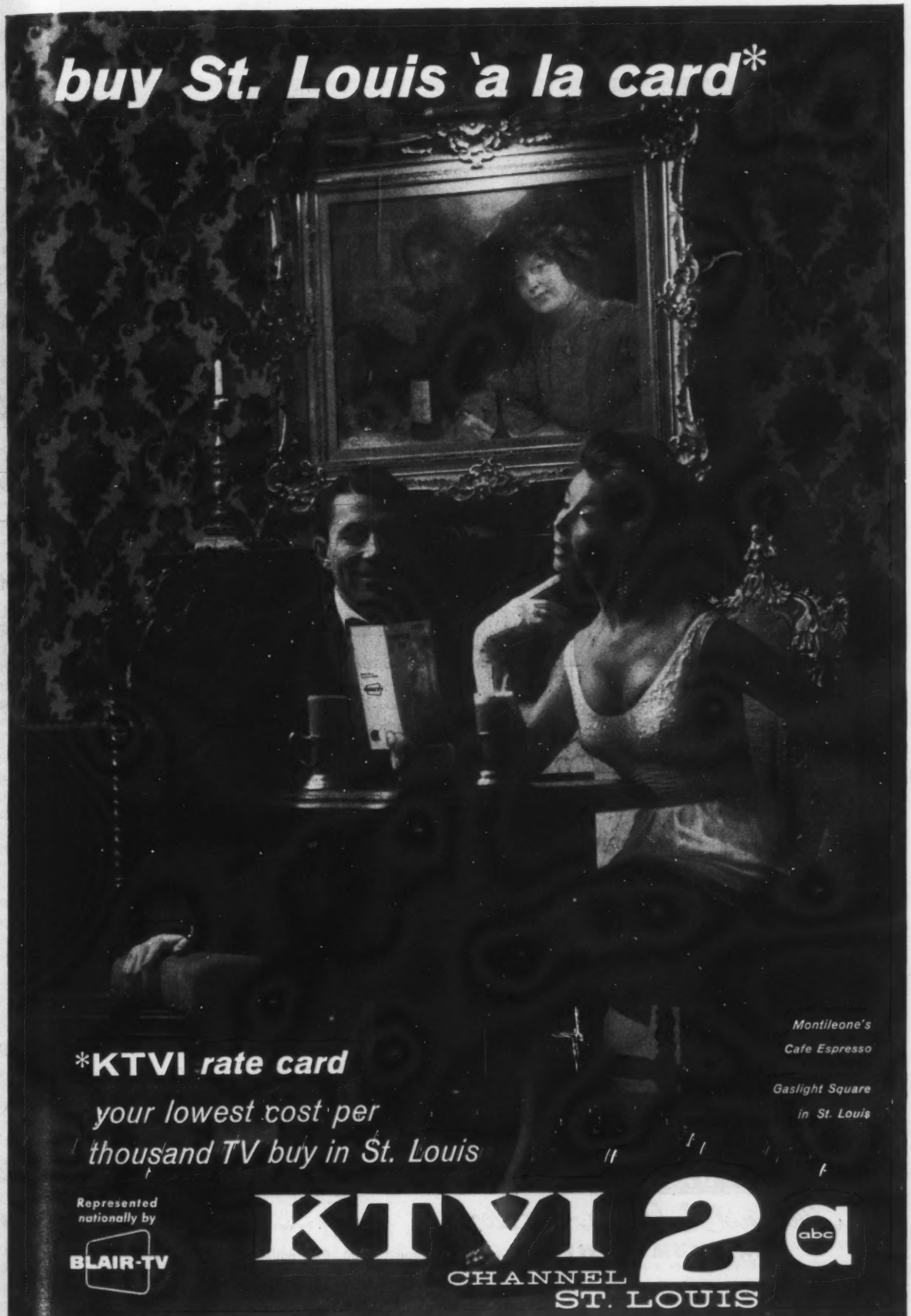

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your lowest cost per
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Represented
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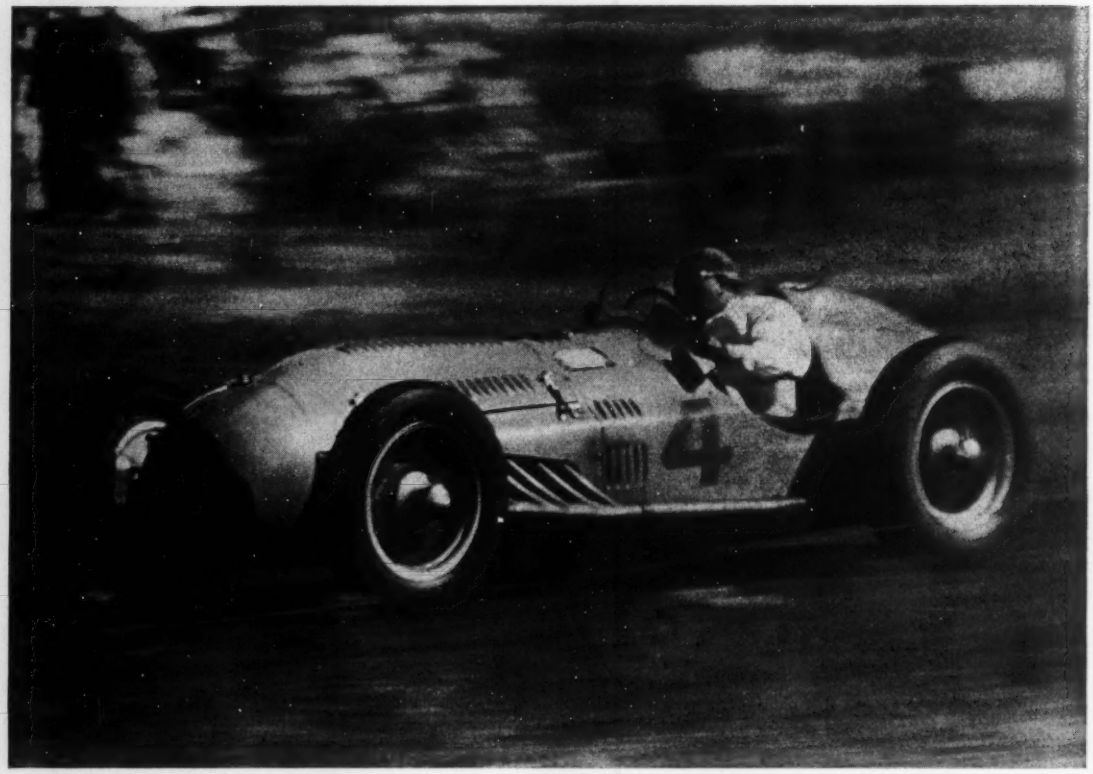

CHANNEL FOUR LEADS AGAIN.....
in the Dallas-Ft. Worth market

The September, 1960, ARB Market Report shows KRLD-TV again No. 1 in both Metro Share of Audience and Average Quarter-Hour Homes Reached from 9 a.m. to Midnight, Sunday thru Saturday.

Cover the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Color breakthrough?

One of America's biggest industrial corporations reportedly is on verge of announcing development of compatible color television receiver that could give big boost to color sales. Set is said to be thin enough to hang on wall and cheap enough to be within buying power of mass market. Company is one of most respected names in U. S. plastics industry and plastics are said to be used for many components of new color set. Prototype may be exhibited in weeks.

Meanwhile, cheap system of converting tv stations to color is ready for showing at experimental engineering station of Iowa State U. System uses two color tubes in camera, instead of present three. With it, black-and-white camera can be converted to color for about $10,000. Cost of new color camera now runs to $60,000. In Iowa State system black-and-white film chains and video tape recorders can be worked into color setup with little or no change. System will be demonstrated in early December.

Chairman McCollough?

Now that NAB has settled its leadership problem with selection of Florida's Governor Leroy Collins as president, next organizational move in trade association may be to settle chairmanship of combined board of directors. Late Harold E. Fellows served both as chairman and president. Sentiment, however, has developed in favor of outstanding broadcaster as board chairman, with position to be rotated annually as is done in such trade groups as Assn. of National Advertisers and American Assn. of Advertising Agencies. Moreover it's felt that since Governor Collins has no broadcasting background, he should have guidance of broadcaster in chairmanship post.

Mentioned most frequently for first year's chairmanship is Clair R. McCollough, president of Steinman stations and chairman of three-man policy committee that has supervised NAB since Mr. Fellows' death last March. Proximity of Lancaster, Pa., Mr. McCollough's home, to Washington (100 miles) also is construed as extremely favorable factor, particularly during breaking-in period for Governor Collins, who formally will assume his post Jan. 4.

Deterrent to sales

It's good bet FCC, prior to convening of new Congress in January, will issue rule-making on proposed new regulation to prohibit transfers or sales of radio and television stations during regular three-year license period, unless there are extenuating circumstances (death, incapacitation, bankruptcy). Support for such restriction at last session motivated FCC consideration of proposal last week. Purpose would be to discourage speculators and "trafficking." Action was deferred, however, for two weeks.

Question arises whether Commission by regulation can place limitation on right to transfer properties when Communications Act specifically provides for assignments of licenses under Section 310. Despite this, however, chances are better than even that proposed rule will come out.

Bowles to USIA?

There's at least outside chance that Chester Bowles, once half of Benton & Bowles, later ambassador to India, now ending term as Democratic congressman from Connecticut, will become director of United States Information Agency in new administration. Mr. Bowles is among those most prominently mentioned as possible choice for secretary of state. If that assignment does not pan out, he's considered strong candidate to succeed George V. Allen who resigned Friday, effective Dec. 1, as director of USIA (see AT DEADLINE).

Seasoned performer

It's certain broadcasting will have adept performer in White House after Jan. 20. President-designate Kennedy's last campaign assignment election eve showed how he had developed professional ease in studio. Few know that in 11 p.m. telecast from Boston's Fanuiel Hall he had to do difficult walk-on down 13 steps and handle demanding narration assignments with scant 20 minutes preparation. Performance was marked by only one flub from which he quickly recovered.

New entry

Filmways may well become early entry in serious bidding for station ownership—either outright acquisition or minority interest. For some time, Rod Erickson, newly-associated with Filmways (see WEEK'S HEADLINERS) has advocated principle of "ideal diversification" which would include production of tv film, feature movies and commercials as well as ownership of stations and possibly rep firm.

Negro persuasion

Activities of radio stations programming for Negro audience may have been important factor in swing of Negro vote to Sen. Kennedy. Political experts say Dr. Martin Luther King's public statement favoring Mr. Kennedy bore great weight. Statement came in interview with news director of WLIB New York.

In addition special transcriptions aired on Negro radio in big cities throughout country are credited with turning Negro votes toward Democrats. Produced by M. S. Novik, radio consultant of AFL, transcriptions featured Mrs. Eleanor Roosevelt and other white Democratic leaders who have strong Negro following. They talked not about civil rights but about Mr. Kennedy's pledge to raise minimum wage—issue of direct economic appeal to many Negroes.

Diplomat from radio-tv

Herbert E. Evans, president of Peoples Broadcasting Corp. (WRFD Worthington, WGAR-AM-FM Cleveland, Ohio; WMMN Fairmont, W.Va.; WTTM Trenton, N. J.; WNAX Yankton, S. D., and KVTV [TV] Sioux City, Iowa) and U. S. delegate to Inter-American Assn. of Broadcasters, will be that organization's representative before United Nations. He was unanimously elected to post last week by IAAB in Santiago, Calif.

Look in the ledger

Spectre of common carrier regulation is feared by some broadcasters following issuance of FCC proposal to expand information called for in annual financial reports (BROADCASTING, Nov. 7). Particular object of this apprehension is standardized condensed balance sheet, never before required of broadcasters.

There's one hidden reason for FCC's call for more financial details —some of which were required in pre-1952 annual reports. Staff has long wanted more complete financial "profile" of licensees for use in processing transfer applications. This is true particularly in notes payable analysis, which would be used, it's understood, to learn extent of interest in station by past owners.

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Ratings Show It

FIRST* *with the Ladies:*
7.5 rating for Channel 2's Morning Show (9-11 a.m., Mon. thru Fri.), almost double the No. 2 station's rating.

FIRST* *with Grown-Ups in the family:*
79% adult audience for Channel 2's Early Show (5-6:30 p.m., Mon. thru Fri.). 5-day average rating, 6.5.

FIRST* *with Night Owls:*
9.6 rating for Channel 2's Nightwatch Theater (Mon. thru Sun.), 11:30 p.m. period, as against 6.5 for the No. 2 station.

*NSI, Sept. 18, 1960

Sales Prove It

Here are just a few of the many result-conscious advertisers who consistently use Channel 2 movies, month after month:

NATIONAL

- International Latex
- Carter Products
- Lever Bros.
- Warner-Lambert
- Procter & Gamble
- Colgate-Palmolive

LOCAL

- Milan Wineries
- Armstrong Buick (dealer)
- Twin Pines (dairy)
- Famous (reupholstering)
- E & B (beer)
- Plymouth Dealers Assn.

These advertisers know, from actual experience, that Channel 2 movies do a topnotch selling job. You'll like the way they produce for you, too! Ask your Katz man.

Detroit Goes For Movies

on Channel 2

WJBK-TV

a Storer Station

NATIONAL REPRESENTATIVE: THE KATZ AGENCY

WEEK IN BRIEF

The election's over, but what will it mean to broadcasting and to the legislative-regulatory situation in Washington? Television made the Kennedy victory possible, but will broadcasting suffer even stricter regulation under a new administration? Answers to some of the industry's toughest problems are discussed in a series of analyses covering the FCC, Congress and other agencies. The highlights of the late campaigning and record election coverage by radio-tv are reviewed. See . . .

WHAT HAPPENS AFTER JAN. 20 . . . 29

For the first time in eight years a Democrat will head the FCC, and the likely, if reluctant, candidate is Bob Bartley. It's expected that Fred Ford will stay on as a commissioner, but another Republican, Charles King, is marked for departure. See . . .

TOUGHER REGULATOR TO HEAD FCC? . . . 30

A talent strike that could reduce network television programming to re-runs and old movies may be called tomorrow, if negotiators aren't closer together than they were last week. Officials of the performer unions call the outlook "gloomy." See . . .

TALENT MAY WALK OUT THIS WEEK . . . 54

A professional broadcaster, flanked by station and agency executives, directed the electronic campaign that the President-designate agrees made his victory possible. How J. Leonard Reinsch, Kennedy's communication advisor, directed the buildup that led to the White House. See . . .

ARCHITECT OF A TV TRIUMPH . . . 32

The non-network national coverage of Shulton Inc. has been so successful that the sponsor plans a dramatic series to start Nov. 18 on 97 stations. Shulton is delighted with the 105-station "Race for Space," bought on a spot basis by its agency, Wesley Assoc. See . . .

SHULTON'S NEW SPOT SPECIAL . . . 44

Evidence of fm radio growth continues to mount. A new survey in New York finds 60% of the homes in the nation's biggest city now have fm sets. See . . .

FM CIRCULATION BUILDING . . . 62

FCC's super sleuth has come out of hiding. John C. Harrington, head of new intelligence unit of the commision, tells how his staff of 19 has processed nearly a hundred complaints, ranging from clipped baseball reports to log error. See . . .

WHAT THE FCC'S G-2 IS UP TO . . . 72

NAB's fall conference series resumes today (Nov. 14) in Washington with Chairman Frederick W. Ford, of the FCC, as guest speaker. Two more meetings—Chicago and New York—will wind up annual eight-conference series. See . . .

NAB MEETS IN FINAL ROUNDS . . . 66

The troubles involved in launching a new radio program format continue to fill the bulky record of FCC's Los Angeles hearing on KRLA's license renewal. See . . .

KRLA'S RENEWAL HEARING . . . 76

U. S. Appeals Court finds CBS innocent of conspiracy charge based on its 1955 purchase of tv equipment from Lou Poller's WCAN-TV Milwaukee and purchase by network of WOKY-TV there. See . . .

COURT DENIES WCAN SUIT . . . 70

Key vacancies loom in Dept. of Justice and Federal Trade Commission as result of election. Earl W. Kintner, FTC's chairman, is serving beyond actual expiration of his term and Commissioner Edward K. Mills Jr. is a recess designee. Robert A. Bicks, top antitrust figure at Justice, is serving under recess appointment. See . . .

WHO WILL REPLACE KINTNER, BICKS? . . . 31

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BROADCASTING

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IF YOUR CLIENT IS THINKING OF SELLING DRUGS OR COSMETICS IN N. Y. C.

(and he should be; it's the biggest market in the U.S.)

START WHERE THE SELLING IS EASY

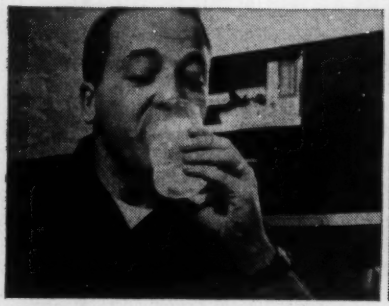
(easier because the New York market is bigger than the next 3 combined)

START WITH WINSland

(the proven path for reaching these people)

WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)



WINSLANDERS are all alike in one respect. They buy and use drug and cosmetic products at a rate undreamed of in any other market. They are health and beauty conscious to the tune of over half a billion dollars a year. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If you sell drugs or cosmetics, sell it on WINS, the station with the listeners who take care of themselves.

For complete information call: WINS JUdson 2-7000

1010 WINS NEW YORK

Nationally Represented by The Katz Agency

AT DEADLINE

Legislative liaison formed in Md.-D. C.

Grass-roots move by broadcasters to educate congressmen on role of broadcasting in national life and effect of laws, regulations and proposed legislation was proposed Nov. 11 at fall meeting of Maryland-D.C. Broadcasters Assn. in Washington.

Lloyd W. Dennis Jr., vice president-general manager of WTOP Washington and president of association, said group adopted his proposal to name special political committee to arrange two luncheon or dinner meetings yearly with Maryland legislators. He named Tom Carr, WBAL Baltimore, as chairman.

Meetings will have organized agenda and prepared statements, followed by discussion. Northern Virginia legislators also will be invited. In addition, each member will call on legislators when they are in home area and visit them on Capitol Hill.

While new administration and Congress will be new, Mr. Dennis said, same committees will be there. He reminded Congress "is not going to be at all disposed to let our industry continue to regulate itself."

Adherence by radio and tv stations to NAB codes is important to industry's Washington image, delegates were told by NAB staff officials, including John F. Meagher, radio vice president; Charles M. Stone, radio code director, and Edward H. Bronson, tv code director.

Present association officers continue, in 1961, with Lloyd W. Dennis Jr., WTOP Washington, president; Robert B. Jones Jr., WFBR Baltimore, vice president, and Joseph Goodfellow-WRC-AM-TV Washington, secretary-treasurer.

Scranton elected as GOP congressman

William W. Scranton, holder of minority interest in WNEP-TV Scranton, Pa., was elected to Congress from 10th Pennsylvania district, according to National Republican Congressional Committee. (See early congressional story page 42.)

Mr. Scranton resigned last Feb. 3 as special assistant to Secretary of State Christian A. Herter when he decided to run for Congress on Republican ticket. He resigned last March 26 as board chairman-director of WNEP-TV, which is 60% owned by Transcontinent. He is banker and member of boards of several corporations. While serving with Secretary Herter he attended many international conferences and had been slated to attend ill-fated summit conference in Paris last spring.

Added touch

Title of CBS-TV's *Mr. Garlund* series (Fri. 9:30-10 p.m. EST) was changed, effective with Nov. 11 program, to *The Garlund Touch.* Starring Charles Quinlivan, dramatic series had network debut Sept. 30. It's sponsored by Liggett & Myers and Plymouth Div. of Chrysler Corp.

Numerous bids for shorter separation noted by AMST

Analysis of comments filed in FCC's proposed rulemaking concerning interim vhf policy (BROADCASTING, Oct. 3) was mailed last week to members of Assn. of Maximum Service Telecasters by Lester W. Lindow, executive director of association. Analysis contains review of all comments filed with emphasis placed on number of proposals involving short mileage separations.

According to AMST, broadcasters and other interested parties filing in rulemaking asked approximately 65 new or relocated assignments involving short mileage separations. These involve more than 100 individual instances of short co-channel separations and some 15-20 instances of short adjacent-channel separations, report stated.

Analysis also noted that comments asked for co-channel shortages as great as 90 miles with shortages of 20 to 80 miles fairly common. It also noted that comments asked for adjacent-channel shortages as great as 20 miles.

At least 100 different existing stations are threatened by at least one short separation, according to AMST report. Some stations would be affected by two or more proposed shortages and, report stated, it was not unusual to find single proposal involving short spacings from two or more existing stations.

AMST, which did not approve of commission's proposals, asked its members to file individual reply comments. These are due on Nov. 28.

NAB, educators study labor survey findings

Joint NAB-university project designed to provide basic information about station employment and attitude of staff employes is entering analysis stage.

Survey among radio-tv stations is described by NAB and Assn. for Professional Broadcasting Education as most comprehensive of type ever undertaken in broadcasting industry.

James H. Hulbert, NAB broadcast personnel-economics manager, said survey will provide valuable information aiding broadcasters in deciding where and how to recruit employes for radio and tv careers, type and temperament of employe most likely to achieve success and educational requirements for specific types of jobs.

Questionnaires were sent to cross-section of employes holding various positions ranging from general manager to salesmen and from chief engineers to continuity writers.

L. A. engineers drop IBEW

Engineering employes at KCOP (TV) Los Angeles voted Thursday to decertify International Brotherhood of Electrical Workers as collective bargaining agent. Vote was 47 to 29 in NLRB election.

KCOP technicians are expected to form independent union to negotiate new contract with station. Present IBEW contract expires Dec. 15. IBEW has represented KCOP technicians for 12 years.

Winchell quits ABC

Walter Winchell, New York columnist, ended contract with ABC Nov. 11 because of lingering jaw infection, according to network. He had told network day before he wanted to be freed from contract, having been away from his tv shows for some time. He said he did not know when he would be able to resume.

Quizzers question legality

Legality of second-degree perjury charges lodged against defendants—all former tv quiz winners—is headed for court argument. Pleading has been adjourned to Dec. 1 in New York's Special Sessions court where Justice John M. Murtagh has permitted lawyers for defendants to enter motions attacking

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Courtney

Alan D. Courtney, formerly vp of program administration at NBC-TV, joins MCA-TV, N. Y., as vp of national sales for MCA-TV Ltd., effective Nov. 22. Since 1947, when he joined NBC, Mr. Courtney held positions as vp of nighttime programs, administrator for network's participating programs and executive producer of *The Steve Allen Show.*

Mr. Danish

Roy Danish, former advertising agency and network executive, named assistant director of Television Information Office, New York. He has been partner in Smith/Greenland Adv., New York, and before that was vp at Marschalk & Pratt Div. of McCann-Erickson, N. Y. He also served as project director in office of President Marion Harper Jr. of McCann-Erickson before moving to Marschalk & Pratt (now McCann-Marschalk). Mr. Danish entered broadcasting in Mutual's research department. He subsequently was MBS station relations director and, when he left network in April 1956, was vp and associated with general programming planning operations of Mutual and of RKO General stations, which at that time were associated with Mutual ownership.

Mr. Trevarthen

William H. Trevarthen, director of tv network operations at NBC-TV, elected vp of tv network operations. Mr. Trevarthen, who has been with NBC since April 1959, formerly was in charge of studio and theatre operations, maintenance and plant facilities, and administration and scheduling of all engineering personnel. He had been vp of production services at ABC, after 16 years with that network. He joined ABC in 1943 as staff engineer; promoted to operations supervisor in 1947; national director of technical operations in 1950; director of engineering in 1950. He was maintenance engineer at NBC between 1938-42.

Mr. Brent

Ralph Brent, corporation vp of Metropolitan Broadcasting Corp., New York, since last March, named president of Worldwide Broadcasting, newly-created International Div. of Metropolitan. Earlier, for eight years, Mr. Brent had been vp of WIP Philadelphia, which was acquired by Metropolitan in 1959. He began in radio in 1938 as disc jockey with WTNJ Trenton, N. J., and later worked as an account executive with WBBM Chicago and as manager of WGYN-FM Philadelphia. **Walter S. Lemmon,** founder-owner of Worldwide Broadcasting, will remain as consultant to operations, which broadcasts commercially to various parts in world.

Rodney Erickson joins Filmways Inc., New York, as president, it was announced last week by **Martin Ransohoff,** who yields that title and becomes chairman of board and chief executive officer. Mr. Erickson's principal field of interest will be all phases of programming and company diversification including station ownership. At same time **Milton R. Dubin,** vp in charge of sales, becomes senior vp, reporting to chairman for tv commercial sales activities. Mr. Ransohoff co-founded Filmways in 1952 with Edwin Kasper who left firm five years later. New president brings with him Rodney Erickson Enterprises Inc., which will be absorbed into Filmways. Part of Erickson Enterprises is 50% of Cantel Ltd., Toronto program firm, and interests in Walton-On-Thames Studios and Sapphire Films Ltd., London. Mr. Erickson was worldwide sales vp of Warner Bros. before forming his own firm and was with Young & Rubicam, New York, as vp and general manager of tv when he left in 1958.

Mr. Ransohoff

Mr. Erickson

For other personnel changes of the week see FATES & FORTUNES

AT DEADLINE continued

legality of grand jury informations.

Group of top winners, including several who became national celebrities (Charles Van Doren, Elfrida Van Nardoff, Hank Bloomgarden, among them), surrendered in October on indictments charging them with perjury. Grand jury that charged defendants has had its life extended (BROADCASTING, Oct. 31, 24).

Color plans aid sales

NBC-TV's expanded schedule of more than 18 hours of colorcasting over Nov. 11-13 weekend was opportunity for RCA Victor promotion of color tv receivers in dealer showrooms. Original promotion was set as "Color Tv Day—U.S.A." (BROADCASTING, Aug. 29), when NBC-TV announced some nine hours of colorcasts for Friday (Nov. 11). But dealer-distributor enthusiasm, RCA said, was so great network increased color programming to cover Saturday and Sunday with 10 color shows. Many local stations also added more tint. R. W. Saxon, vice president, marketing, RCA Sales Corp., said RCA Victor distributors had pledged to sell 7,060 color sets during special weekend. RCA ran 1,100-line advertisements announcing event in 127 daily newspapers.

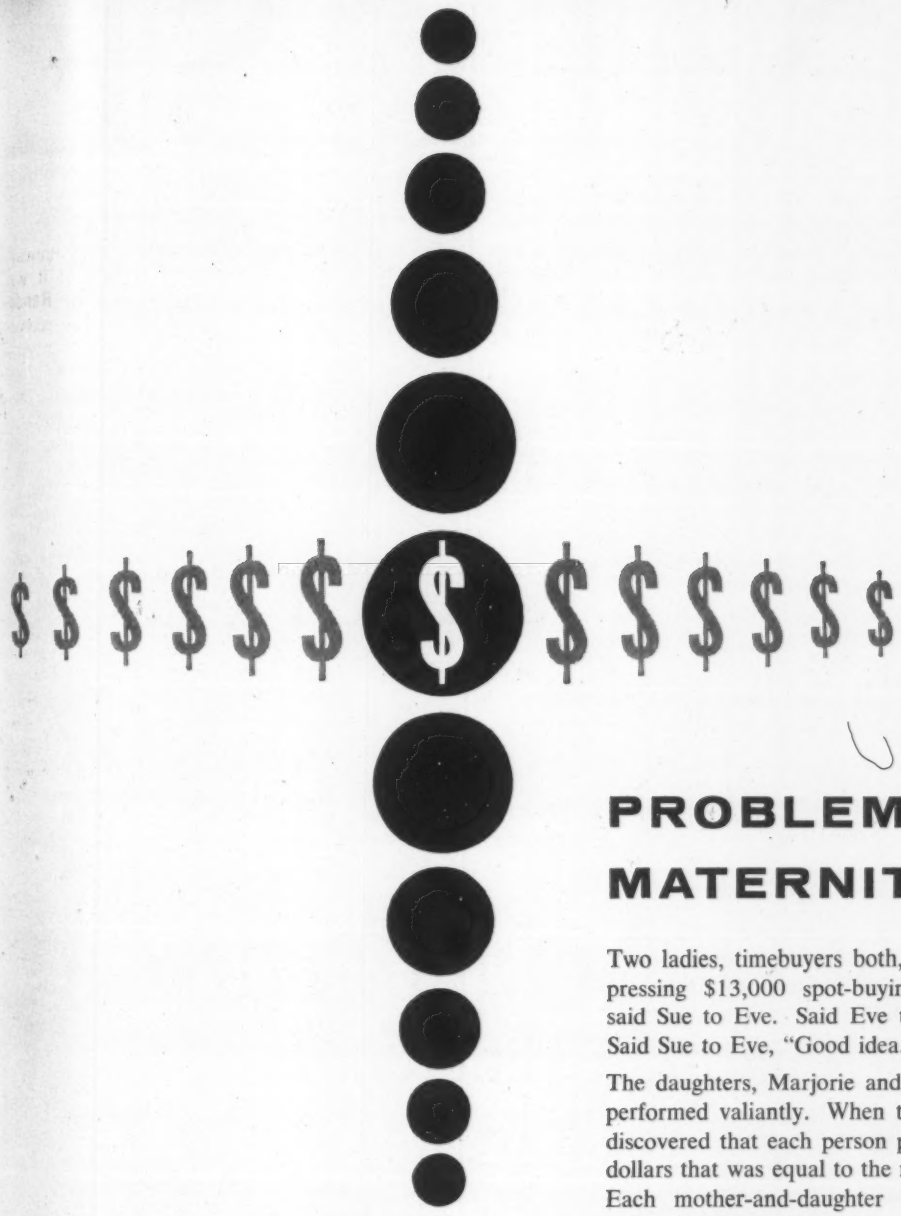
Allen to leave USIA

Resignation of George V. Allen, director of U. S. Information Agency who for time was under consideration along with Florida Gov. Leroy Collins to head NAB, was accepted by President Eisenhower Friday. Mr. Allen, who spent 30 years in government diplomatic service, leaves Dec. 1 to become president of Tobacco Institute. USIA is Voice of America parent.

Pr unit named for Ad Week

Advertising Week task force picked name for its "year" Friday (Nov. 11), subject to final committee approval over weekend. It is "Advertising Keeps Us Rolling Campaign," defining big public relations effort to be kicked off by Ad Week Feb. 5.

Today (Nov. 14) Advertising Federation of America and Advertising Assn. of West, co-sponsors of project, are announcing appointment of volunteer pr counsel for Advertising-Keeps-Us-Rolling: Daniel J. Edelman & Assoc., N. Y. Mr. Edelman, accepting "challenge," said campaign is vital because "dynamic force of advertising is diluted when it is not understood." Edelman firm will execute only one phase of campaign formulated by McCann-Erickson, task-force agency, and Ad Week committee.



PROBLEM IN MATERNITY

Two ladies, timebuyers both, were harassed by a small but pressing $13,000 spot-buying project. "We need help," said Sue to Eve. Said Eve to Sue, "I'll get my daughter." Said Sue to Eve, "Good idea. I'll call on my daughter too."

The daughters, Marjorie and Karen, after careful briefing*, performed valiantly. When the smoke cleared away it was discovered that each person paid for each spot a number of dollars that was equal to the number of spots she purchased. Each mother-and-daughter combination spent the same amount. Sue bought ten more spots than Marjorie. Karen bought only ten spots.

Who is Karen's mother?

Answer this (with your reasoning) and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. (If you've already won it, say so in your entry and we'll provide a different prize.)

* *Said mothers to daughters: "WMAL-TV should be on all skeds. ARB Metro Area Survey shows it first from 6 p.m. to midnight, Sun. thru Sat."*

wmal-tv abc

Channel 7, Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C., WSVA-TV and WSVA, Harrisonburg, Va.

CAN IT SE

Highest with Women:

More women were reached more often by The Play of the Week than any top-rated network program in the New York area, according to survey data by the A. C. Nielsen Company for a typical height-of-the-season eight-week period, ending February 7, 1960. It topped all network programs, bar none, with a total of 36,012,173 women viewer home impressions – fully 17,306,101 more than were attracted by the second-ranking Wagon Train. Can The Play of the Week sell soap, cosmetics, household goods, or anything else aimed at the feminine contingent? Put that down as the most academic question of the year.

CAN IT SELL CIGARETTES?

Highest with Adults:

When you examine the figures for adults – the ones with the real purchasing power, not possessed by the juvenile set – you have the real clincher. The audience for The Play of the Week is 98% adult. Its delivered audience of adult viewer home impressions totaled 59,439,469 – the highest of any top-rated network program, in the New York area, for the eight-week period studied. Reach the people with the dollars to spend...for higher sales and profits on the most economical basis...through The Play of the Week.

CAN IT SELL EVERYTHING?

No. 2 in reaching more different homes in the New York area:

Television's foremost dramatic series, The Play of the Week, attracted more different homes than any other top-rated network program in New York except Gunsmoke, according to the Nielsen data for the period studied. It attracted more different homes (2,780,860) than these highest rated television programs in the New York area: The Untouchables, Maverick, 77 Sunset Strip, Father Knows Best, U.S. Steel-Circle Theatre, What's My Line?, Have Gun, Will Travel and Ed Sullivan show.

(Based on a study by the A.C. Nielsen Company for a cumulative eight-week broadcast period ending Feb. 7, 1960...on WNTA/TV, Channel 13, New York.)

CAN IT SELL YOU? *If not, you can't be listening!*

IF YOUR MARKET IS NOT LISTED, CALL, WRITE OR WIRE:

NTA

NEW YORK: 10 Columbus Circle • JUdson 2-7300
LOS ANGELES: 8530 Wilshire Blvd. • OLympic 5-7701
CHICAGO: 612 N. Michigan Avenue • Michigan 2-5561

WINNER OF: *George Foster Peabody Award☆Academy of Television Arts and Sciences "Emmy" Award☆Alfred I. duPont Award☆*

LL SOAP?

THE PLAY of the WEEK

It is later than you think, Mr. Station Manager, and people (in 1960) are brighter than you think. A new wave is sweeping the land. A wave expressing the hunger and clamor for finer television entertainment that will stimulate people's minds, nourish their souls, prevent them from being reduced to pablum.

Dreamers, are we? Hopeless idealists and utopianists, too? Well, Mr. Station Manager, perhaps you're the one that's in that Ivory Tower—out of touch with the mainstream and pulsebeat of the nation. Want figures? We've got them! Read them (at left) and rejoice, not weep. Read them—and you'll discover that if you want the vehicle to sell soap or cosmetics to women...cigarettes or cars to adults, or anything—from soup to nuts—you can do it...via The Play of the Week.

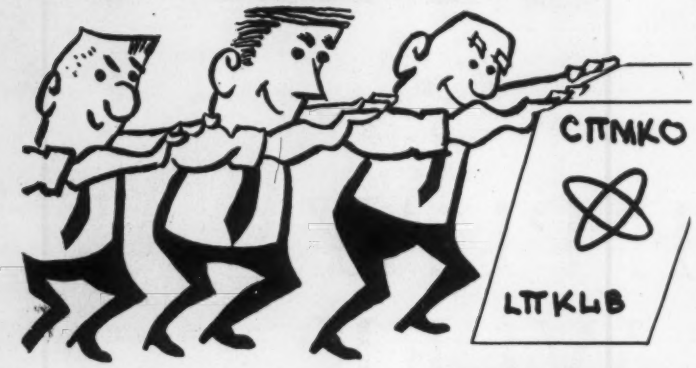
It's the vehicle that delivers for you class-in-the-mass...on the most economical basis possible. And it will deliver, too, a vast audience with a plus no other television program can claim—a loyalty and responsiveness from Play of the Week viewers that translate themselves into extra sales and extra profits. Take a good look at the 56 stations which are presently alive...and kicking up their heels for joy...for being associated with television's most spectacular dramatic series, The Play of the Week!

The 56 STATION HONOR ROLL (listed in order of population)

MARKET	STATION	MARKET	STATION	MARKET	STATION	MARKET	STATION
NEW YORK-NEWARK	WNTA	HOUSTON, TEXAS	KPRC	SAN ANTONIO, TEXAS	KONO	LITTLE ROCK, ARK.	KLRT
LOS ANGELES	KCOP	CINCINNATI, OHIO	WKRC	FORT WORTH, TEXAS	WKES	ELKHART-SOUTH BEND, IND.	WSJV
CHICAGO	WGN	KANSAS CITY, MO.	WDAF	NORFOLK, VA.	WTAR	SCRANTON, PA.	WDAU
PHILADELPHIA	WRCV	SAN DIEGO, CALIF.	KFSD	PHOENIX, ARIZONA	KPHO	CORPUS CHRISTIE, TEXAS	KZTV
DETROIT	WXYZ	ATLANTA, GA.	WSB	SYRACUSE, N. Y.	WHEN	BATON ROUGE, LA.	WAFB
SAN FRANCISCO-OAKLAND	KTVU	MIAMI, FLA.	WPST	ROCHESTER, N. Y.	WHEC	GREENSBORO, N. C.	WFMY
BOSTON	WBZ	DENVER, COLO.	KOA	HARTFORD, CONN.	WTIC	EVANSVILLE, IND.	WFIE
PITTSBURGH	WIIC	NEW ORLEANS, LA.	WDSU	TOLEDO, OHIO	WTOL	AMARILLO, TEXAS	KGNC
WASHINGTON, D. C.	WTOP	PORTLAND, ORE.	KOIN	SACRAMENTO, CALIF.	KCRA	QUINCY, ILL.	WGEM
ST. LOUIS, MO.	KPLR	LOUISVILLE, KY.	WHAS	NASHVILLE, TENN.	WSM	BILLINGS, MONTANA	KOOK
CLEVELAND, OHIO	WJW	DAYTON, OHIO	WHIO	SALT LAKE CITY, UTAH	KUTV	BOISE, IDAHO	KIDO
BALTIMORE, MD.	WBAL	ALBANY-SCHENECTADY-TROY	WRGB	LANSING, MICH.	WJIM	AMES, IOWA	WOI
MINNEAPOLIS-ST. PAUL	KMSP	COLUMBUS, OHIO	WBNS	ORLANDO, FLA.	WLOF	REDDING, CALIF.	KVIP
BUFFALO, N. Y.	WBEN	INDIANAPOLIS-BLOOMINGTON, IND.	WTTV	SPOKANE, WASH.	KHQ	BELLINGHAM, WASH.	KVOS

Sylvania TV Award ☆ Newspaper Guild of New York Page One Award ☆ The Sidney Hillman Foundation Award ☆ Show Business Award

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6

PRESIDENT Col. B. J Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

PETERS, GRIFFIN, WOODWARD, INC
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming— over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

DIAL 1110 / 50,000 WATTS

K/RLA

RADIO LOS ANGELES

Represented by DONALD COOKE INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

NOVEMBER

Nov. 13-16—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

***Nov. 14—Cleveland Sales Executives Club** annual meeting. Speaker will be Wilmot (Bill) Losee, general manager of AM Radio Sales.

Nov. 14-16—Broadcasters' Promotion Assn. annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

***Nov 15—Advertising Club of Washington** luncheon. Speaker will be James S. Fish, General Mills vice president and director of corporate advertising. Presidential Arms, 1320 G St., N.W., Washington. 12:30 p.m.

***Nov. 15—Chicago Broadcast Adv. Club** monthly luncheon, Sheraton Towers, Chicago. Guest speaker: Len O'Connor, news commentator at WNBQ (TV), WMAQ, that city. Subject: The "reluctance" of advertisers and agencies to support commercial broadcasting's efforts in the field of news, public affairs and controversial issues.

Nov. 15—Radio & Television Executives Society's timebuying and selling luncheon-seminar premieres at Hawaiian Room in Hotel Lexington, New York, 12:15 p.m. Details for first program to be announced.

Nov. 15-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 16—Radio & Television Executives Society's newsmaker luncheon. Roosevelt Hotel, New York.

Nov. 17-18—Tennessee Assn. of Broadcasters meeting. Peabody Hotel, Memphis.

Nov. 17-18—Freedom of Information conference. Jay H. Neff Auditorium, U. of Missouri School of Journalism, Columbia, Mo.

***Nov. 18—California Broadcasters Assn.** annual meeting and election of officers. Hacienda Hotel, Fresno. Principal speaker will be Lee Nichols, associate press secretary for California Gov. Pat Brown's office. Other speakers include Cliff Gill, KEZY Anaheim, reporting on progress of new NAB Radio Code, and Walter Kaitz, CBA legislative counsel, who will discuss past and future California legislation affecting broadcasters.

Nov. 18—Television Bureau of Advertising, membership luncheon. Waldorf-Astoria Ho-

NAB Fall Conferences

Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.
Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.
April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D.C.

The Station **WPEN** *of the Stars*

STAR-STUDDED PROGRAMING

STAR PERSONALITIES

STAR FEATURES

STAR FAN CLUB

STAR NEWS

STAR-TLING RESULTS!

MORE LOCAL and
MORE NATIONAL Advertisers
Than Any Other Philadelphia Radio Station

HITCH YOUR SALES WAGON TO A STAR

WPEN

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WPEN – *Philadelphia* **WALT** – *Tampa;* **WSAI** – *Cincinnati*

EXPANSI

NEWS REP

INFO

Brand new: Lively, five-minute features every day, 43 programs a week. These combine intriguing ideas and people, like "Your Man in Paris" with David Schoenbrun, "A Woman's Washington" with Nancy Hanschman. Others present Charles Collingwood, Douglas Edwards, Zachary Scott, Myrna Loy, Alan King and many more. Long-time CBS Radio information and cultural programs continue, of course, including "Capitol Cloakroom," "Invitation to Learning," "New York Philharmonic," "Face the Nation."

SPORTS S

PERSO

More good company than anywhere else in radio. There's just one place to find a regularly scheduled all-star lineup that includes Arthur Godfrey, Art Linkletter, Garry Moore, Bing Crosby, Rosemary Clooney, Mitch Miller, the colorful new "In Person" program nightly featuring Ron Cochran and people in the news. They're all on the CBS Radio Network.

The CBS Radio Network announces for the '60s: an expanded program structure, new audience appeal and selling opportunities seven days a week—all starting November 28th.

ON

Now CBS Radio becomes the first network to present ten minutes of news on the hour. This means more complete coverage, by the top news team in broadcasting. In addition: Edward R. Murrow, Lowell Thomas, Allan Jackson, Howard K. Smith, Robert Trout, "World News Roundup," "World Tonight" on a regular schedule, plus the unrivaled coverage of special events by CBS News.

ORTS

RMATION

Ten more weekend sports programs are scheduled as ex-Yankee Jerry Coleman joins Phil Rizzuto and Pat Summerall in providing knowledgeable sports reporting all week long, 52 weeks a year. And important events—big Bowl games, the full New York Giants football season, horse racing's Triple Crown, the Masters Golf Tournament—are all on the CBS Radio Network.

OWS

NALITIES

ONLY

Only the CBS Radio Network offers advertisers such a range of selling opportunities, morning to night, seven days a week. From a single segment of Arthur Godfrey to a full-scale saturation campaign. For years, this network has been first in programs and audiences. Now the expanded schedule means even greater leadership. And more reason than ever to use the tremendous selling power of

THE CBS RADIO NETWORK

tel, New York. Speaker will be Leslie B. Worthington, president of U. S. Steel.

Nov. 18—**Tennessee AP Broadcasters** meeting. Hotel Peabody, Memphis.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting, Salem, Ore.

Nov. 18-19—**Advertising Federation of America,** 8th District convention. Holiday Inn and U. of Wisconsin campus, Madison. Among the speakers will be: James Fish, vice president of General Mills and AFA board chairman and James Beach, ABC vice president.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting. Salem, Ore.

Nov 19—**South Carolina UPI Broadcasters** fall meeting. Wade Hampton Hotel, Columbia, S. C.

Nov. 22—**Hollywood Ad Club** luncheon at Hollywood Roosevelt. Jerome Guild, designer, will discuss "Importance of Packaging."

Nov. 22—**Radio & Television Executives Society's** timebuying and selling luncheon seminar. Matthew J. (Joe) Culligan, McCann-Erickson, will moderate, and Art Durham, Fuller & Smith & Ross, and Rodney Erickson, Erickson Assoc., will discuss whether or not network tv can have both quality and quantity. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 25-27—**National Assn. of Television & Radio Farm Directors** annual meeting, Conrad Hilton Hotel, Chicago.

Nov. 26—**Utah-Idaho Associated Press Broadcasters Assn.** convention. Twin Falls, Idaho.

Nov. 28—Deadline for reply comments in FCC's rulemaking proceeding to drop in vhf channels at less than present minimum mileage separations. Docket 13340.

*Nov. 28—Deadline for nominations for 8th annual **Brotherhood Awards,** sponsored by the National Conference of Christians & Jews. Competition's 12 categories in media include separate categories for radio programs and television programs. Further information and entries can be had from Media Awards Committee, NCCJ, 43 W. 57th St., New York 19, N. Y.

Nov. 29—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Maury Long, BROADCASTING magazine, will moderate, and Bill Quarton, WMT Cedar Rapids, and Bob Bordley, WTOP Washington, will discuss how trade paper advertising helps them. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Nov. 30—New deadline for comments on FCC proposal to permit am stations to operate with full carrier and single sideband transmission. Docket 13506.

Nov. 30—**American Assn. of Advertising Agencies** east central region annual meeting. Statler Hilton Hotel, Detroit.

Nov. 30-Dec. 3—**Sigma Delta Chi** national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of Sigma Delta Chi executive council Dec. 4.

DECEMBER

Dec. 2—**Arizona Broadcasters Assn.** fall meeting. All-day session at Mountain Shadows Resort near Scottsdale, Ariz. Norman E. Cash, TvB president, and Kevin B. Sweeney, RAB president, are principal speakers.

Dec. 6—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Lou Hausman, Television Information Office, will moderate and C. Wrede Petersmeyer and Herman Land, Corinthian Broadcasting Corp., are among participants. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Dec. 9—Comments due on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues.

JANUARY 1961

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Jan. 21-22—Ninth annual **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting.

stitute, sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens.

***Missouri Broadcasters Assn.** meeting scheduled ofr Nov. 5-6 in St. Louis was cancelled and will be rescheduled early in January 1961.

FEBRUARY

*Feb. 1—Deadline for entries in **Alfred P. Sloan Radio-Tv Awards for Highway Safety.** Nine awards to be made for sustaining activities and six for commercially-sponsored activities in various classifications of radio and television operations. In addition, new cash awards to be made to producer and writer of radio and television programs. Entry blanks and explanatory brochure available from The National Safety Council, 425 North Michigan Ave., Chicago 11, Ill.

*Feb. 1—Deadline for entries in 38th annual **Better Copy Contest** of Public Utilities Advertising Assn. Twenty classifications to be judged include separate categories for radio and television. Not restricted to PUAA-affiliated companies. Further information available from W. L. Perdue, contest chairman, Kansas City Power & Light Co., 800 Kansas Ave., Topeka, Kan.

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La-Cienega Blvd., Los Angeles 35. Convention will be held in Biltmore Hotel there.

Feb. 4—**Directors Guild of America,** annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-11—**1961 Advertising Week.**

Feb. 14-15—**Assn. of National Advertisers,** cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

APRIL

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio.

MAY

May 4-14—Brand Names Week.

May 7-11—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

*May 15-27—**International Festival of Television Arts & Sciences.** Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

C

Com·mit

(kŏ-mĭt′) *v.t.*

1. to give in trust; consign

2. *e.g.* advertisers who count on **wmca** to launch their radio campaigns.

the straus broadcasting group

wmca NEW YORK AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL

SAN DIEGO 11TH CALIFORNIA

LUMBER—
BUILDING—
HARDWARE STORE SALES

in San Diego County rose to $83,465,000* last year — a total which gave San Diego 11th place among the nation's 200 leading counties in this category.

Sell San Diego through the advertising columns of the market's metropolitan newspapers:

The San Diego Union
EVENING TRIBUNE

*COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

"THE RING OF TRUTH" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA — GREATER LOS ANGELES — SPRINGFIELD, ILLINOIS — AND NORTHERN ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (NELSON ROBERTS & ASSOCIATES, INC.)

1

United Press International news produces!

BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... SOL TAISHOFF
VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taishoff

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Edwin H. James

EDITORIAL DIRECTOR (NEW YORK)
Rufus Crater

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COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston; SECRETARY TO THE GENERAL MANAGER: Eleanor Schadi.

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DIRECTOR OF PUBLICATIONS: John P. Cosgrove.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: Donald V. West; ASSOCIATE EDITOR: David W. Berlyn; NEW YORK FEATURES EDITOR: Rocco Famighetti; ASSISTANT EDITOR: Jacqueline Eagle; STAFF WRITERS: Richard Erickson, Diane Halbert.

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Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR: John Osbon; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office.

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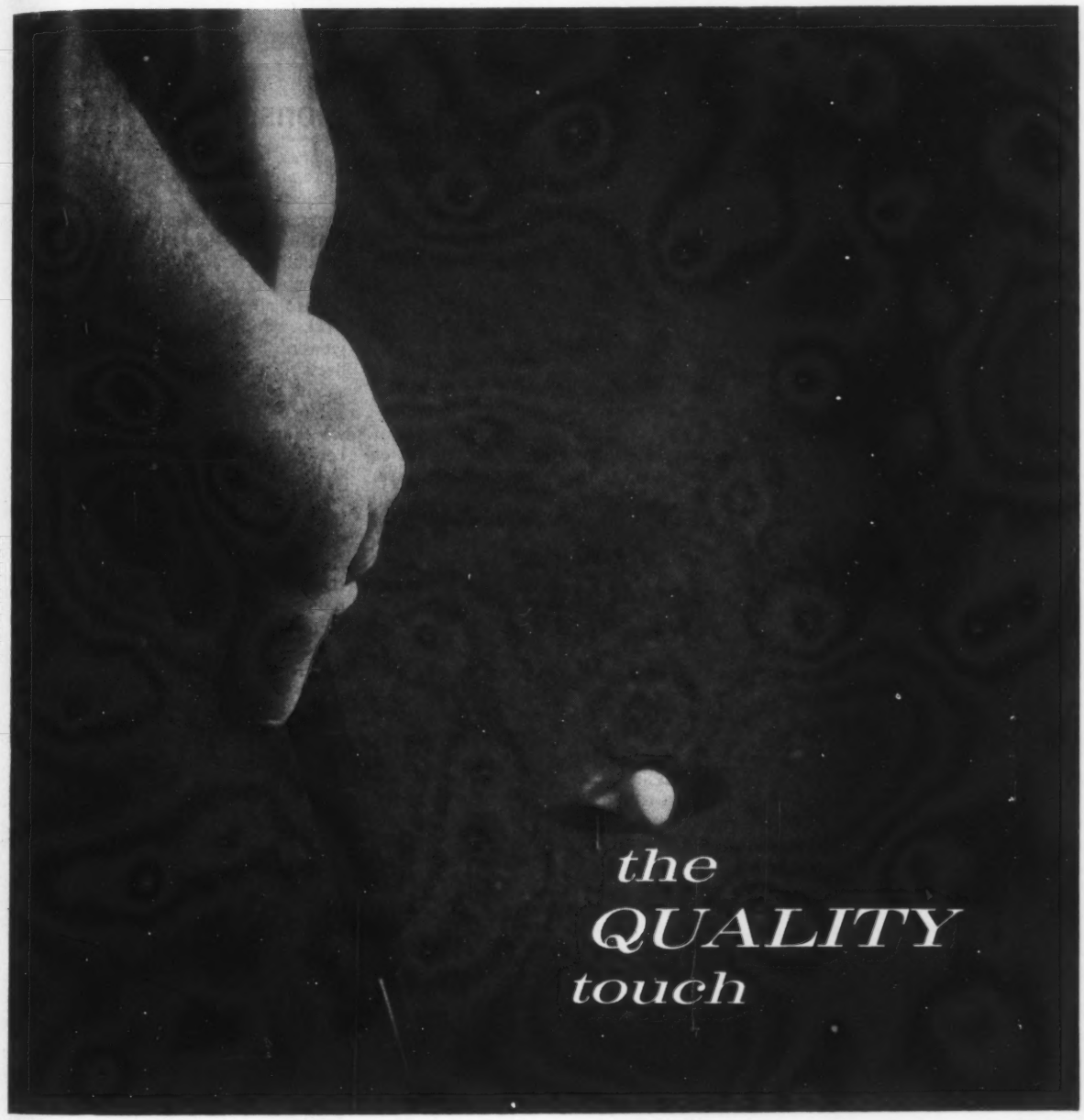


The spectacular shot is not always the bread and butter shot. It's that ability to sink putts consistently inside 6 or 8 feet which separates the pros from the amateurs. And so it is in business, too. The real pay-off comes when television and radio stations also possess that "quality touch"... a touch which is evident in day in and day out practices so vital in producing a winner. May we put this winner to work for you?

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

WFAA

TELEVISION abc

RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

MONDAY MEMO from GRANT TINKER of Benton & Bowles, New York

Agencies exercise more effective program responsibility

A little more than a year ago, the television quiz show investigations hit their highly publicized peak. In the aftermath came official and unofficial dicta to networks to "be responsible" for their programming. The implications were, and have been since, that whatever blame was attached could be laid on the doorstep of advertisers and their agencies. The networks were naturally delighted to be dissociated from these "evils." "We will assume responsibility from now on," they promised.

It turns out they didn't mean just "be responsible." They meant "control." They now want to license the programs they disseminate, which, in effect, is tantamount to owning them. In fact, in many cases they do have ownership and they would like to increase it. Why? Because ownership does mean control. A program a network controls is a program that cannot be moved to another network (where its sponsor may feel it would bring a better audience return).

The Metamorphosis ▪ Unfortunately in their pell-mell rush to turn program "responsibility" into the bigger prize, program "control," the networks have lost sight of the first word entirely. True, they have done a little housecleaning here and there, creating program practices or "police" departments, but these are mostly extensions of already existing continuity acceptance departments, with broader powers in the areas of policy and taste. And they have heavied up public service efforts.

But the big point is: in the realm of entertainment programming — the bulk of their output, seen by the greatest number of viewers—they are no more able to discharge their assigned (and accepted) "responsibility" than they were last year, or two years ago, or the year before that.

Responsibilty for programming means supervision of programming. Day in, day out, episode by episode supervision. The networks can't provide it. They just plain don't have enough people. On all the occasions I have to be on Hollywood lots in connection with the several filmed shows produced for clients of Benton & Bowles, I never see any network program supervisors. To be sure, sometimes a program department executive (frequently out from New York) will be there to screen a finished film or talk to a producer about next year, but never a local network representative on the scene *by assignment* for the purpose of contributing to the production or quality of the product.

Agencies on the Scene ▪ Meanwhile, how about the advertising agencies? Where are their program representatives? They are right there on those same lots and sets, perusing scripts, attending readings and rehearsals and shootings, helping to hold the line against violence and banality and other shortcomings the public and the critics and the networks decry—in short, creatively contributing in every way they can to upgrade the end product—not the commercial—but the program.

For every moment in the progress of every episode of every program, live or film, for every television client we have, there is a Benton & Bowles program department representative on hand from the first draft of the script through every stage until the final moment of air time. Benton & Bowles supervises all its shows. Probably other agencies can make this claim. I know of no network that can.

Picking the Show ▪ And, lastly, what about program selection in the first place? Are the networks more qualified than the advertising agencies? I'm not talking about program suitability vis-a-vis the advertiser. Obviously we, as the advertisers' designated representatives, are better equipped and oriented and, yes, motivated to achieve the best possible climate, the optimum compatibility between our clients' products and services and the programs with which we associate them.

I mean program judgment, per se. A number of people have it. Some work for networks; more work for advertising agencies as a matter of numerical fact. The programming leopards in our business may be peripatetic, but the spots linger on. There are erstwhile agency men toiling in network program departments, just as there are refugees from networks peopling many agency television departments. The truth is that there are men both at the networks and agencies who are equally qualified as program judges and selectors.

Where the agency programmer has an obligation to his individual client, his network counterpart has an obligation to all the advertisers on the networks. Both have an obligation to the viewer. Failure to meet the latter reflects discredit on both; therefore, it should not be unilaterally discharged.

Open Market ▪ At Benton & Bowles, we cannot afford to make distinctions between the various sources from whom we can buy television shows. Ours is an open-door purchasing policy; we will buy whenever the show is right, whether directly from a producer or from a network. All we insist on is the right to supervise any program we buy, not only for reasons of the client's commercial association, but because we know we can be (and are) constructive creative members of the producing group.

One thing is certain: an agency-selected and supervised program is not an item of irresponsibility. In fact, it looks more responsible each passing day of the current season, with its high incidence of network control.

Until this is not the case, until the networks evidence a truer objectivity in the selection and scheduling of programs, until they have sufficient and sufficiently qualified people to supervise their programs in the real sense of the word, until their interest in programs is less commercial and more academic and positively "for the good of all"—until all of these criteria are met, I for one will hold out for the cumulative influence on programming of advertisers and their agencies, for that influence is based on *real* responsibility, honestly arrived at, willingly accepted and conscientiously implemented.

Grant Tinker, with Benton & Bowles, N. Y., since November 1959, is vice president and programming director. Previously he was vice president in charge of tv-radio programming at Warwick & Legler and before that director of program development and tv account executive at McCann-Erickson. At one time he was associated with Radio Free Europe and NBC. He is Dartmouth graduate. Mr. Tinker and his wife and 4 children live in Darien, Conn.

The State of Maryland
Executive Department

GOVERNOR'S CITATION

To Station WBAL Television 11 ....

in recognition and appreciation of its outstanding public service contributions to the cultural and educational life of the Maryland Community, we particularly commend the station for its cooperation with the Department of Schools in producing various educational programs of high quality both for in-school and general viewing; for the intelligent production of numerous documentary studies on subjects pertinent to local problems of high current interest; and for the weekly exhibition of superior television drama in the form of the Play of the Week.

GIVEN Under My Hand and the Great Seal of the State of Maryland, at the City of Annapolis, this 8th Day of August, in the Year of Our Lord, One Thousand Nine Hundred and Sixty.

By the Governor:
Millard Tawes
Secretary of State:
Thomas B. Finan

WBAL-TV gratefully acknowledges this GOVERNOR'S CITATION with a pledge to uphold and advance the standards of community service for which it was awarded.

Serving with Quality Television Since 1948

Selling with Integrity Those We Serve

WBAL TELEVISION 11 NBC

ASSOCIATED WITH WBAL AM & FM

A Media Plan Without Negro Radio Is Like Ham Without Eggs!

No matter what other media you're using, if you haven't discovered Rounsaville Radio's six Negro markets you are overlooking an 824 million dollar consumer group. That's what 1,433,000 Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes each year. More than 80% of their money is spent on consumer items alone. Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

An Advertiser's dream is a captive audience pre-conditioned to buy *his* product. The nearest thing to this is Rounsaville Radio—100% programmed to the Negro audience. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! A proper part of your budget must go to Rounsaville Radio or you miss this market! We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President — HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep. — DORA-CLAYTON, Southeastern Rep.

Reporting the election

EDITOR: Your editorial (Nov. 7 issue, page 114) is correct. The broadcast industry will be blamed for the defeat of certain candidates and commended for the victory of others. However, as a broadcaster, I feel that the race to be No. 1 reached an unbelievable low during the election night coverage on the three networks. It appeared to me that NBC, CBS and ABC took it upon themselves, individually, to name the next President of the United States.

I have always believed that the people's vote count should determine who the President is and that one of America's great customs is to listen to the returns come in as they are officially tabulated by the various voting precincts. It appeared to me that this year's election was reduced to a combination of "monster machine" predictions as to who was slated to do what to whom, backed up by the continuous claims of No. 1, i.e., "as this network told you over an hour ago," "again first with the prediction" etc . . . In fact, while the networks were making these statements, they were giving the impression that they were speaking of actual official facts. Unfortunately this was not the case. It was only the network awarding something to a candidate, whereas I have always been of the opinion that broadcasters should merely report the results of the official election bureaus.

It could have been a pleasure to listen to the actual reports come in, and to watch the tabulation, without all the confusion and counterclaims as to which broadcasting network was first to name our new President . . .—*Ed Winton, Vice President and General Manager, WQMR Washington-Silver Spring.*

EDITOR: My compliments to BROADCASTING for an excellent and enlightening article on the presidential candidates' exposure on television (Oct. 24, page 27).

This information does great service to the entire tv industry in letting them know their contribution to this presidential campaign. Nowhere else to my knowledge have these statistics been made available and the equality of treatment that the candidates have been given should still a lot of chatter about unfair distribution of time.

You showed splendid judgment in publishing the article at such a propitious time.—*Albert Mark, President, Mark Assoc. Inc., New York.*

Audience basics wanted

EDITOR: In working out plans for 1961 media expenditures in many markets across the country, I am interested in developing trend curves for several factors affecting television and radio viewership and listenership.

The presentation of figures showing radio and television ownership over the past ten years is the kind of information I am seeking for the following factors:

Weekly radio and television audience; homes using radio by county size; homes using radio by territory; listening in radio only versus listening in tv homes; radio listening per home per day; number of homes tuned to radio; looking-listening, summer versus winter; tv viewing per home per day; tv audience composition; types of tv shows and their audiences.—*John A. Dillingham, Associated Coca-Cola Bottling Plants Inc., Daytona Beach, Fla.*

[Much of this information is presented in the new 1960 Yearbook. Data for earlier years may be found in Yearbooks then current and also may be available from the professional audience survey companies.—THE EDITORS.]

Bedside companion

EDITOR: One of the brightest spots in the week during my lengthy stay here (Ross General Hospital, Ross Calif.) has been the arrival of BROADCASTING Magazine . . . it allows me to keep on top of things . . .

. . . hope to get out of here the end of this month . . . —*Ray Rhodes, KFAX San Francisco.*

O R S N

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Nov. 14-18, 21-23 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Nov. 14-18, 21-23 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Nov. 14-18, 21-23 (10:30-11 a.m.) **Play Your Hunch,** part.

Nov. 14-18, 21-23 (11-11:30 a.m.) **The Price Is Right,** part.

Nov. 14-18, 21-23 (12:30-1 p.m.) **It Could Be You,** part.

Nov. 14-18, 21-23 (2-2:30 p.m.) **The Jan Murray Show,** part.

Nov. 16, 23 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Nov. 16, 23 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Nov. 17 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Nov. 19 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Nov. 19 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** Gen. Mills through Dancer-Fitzgerald-Sample.

Nov. 19 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Nov. 20 (6-8 p.m.) **The Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Nov. 20 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

...not braggin'
but in

DENVER

we picked
up all
the marbles

The September
ARB shows that
KLZ-TV is tops in
every category!

HIGHEST RATED

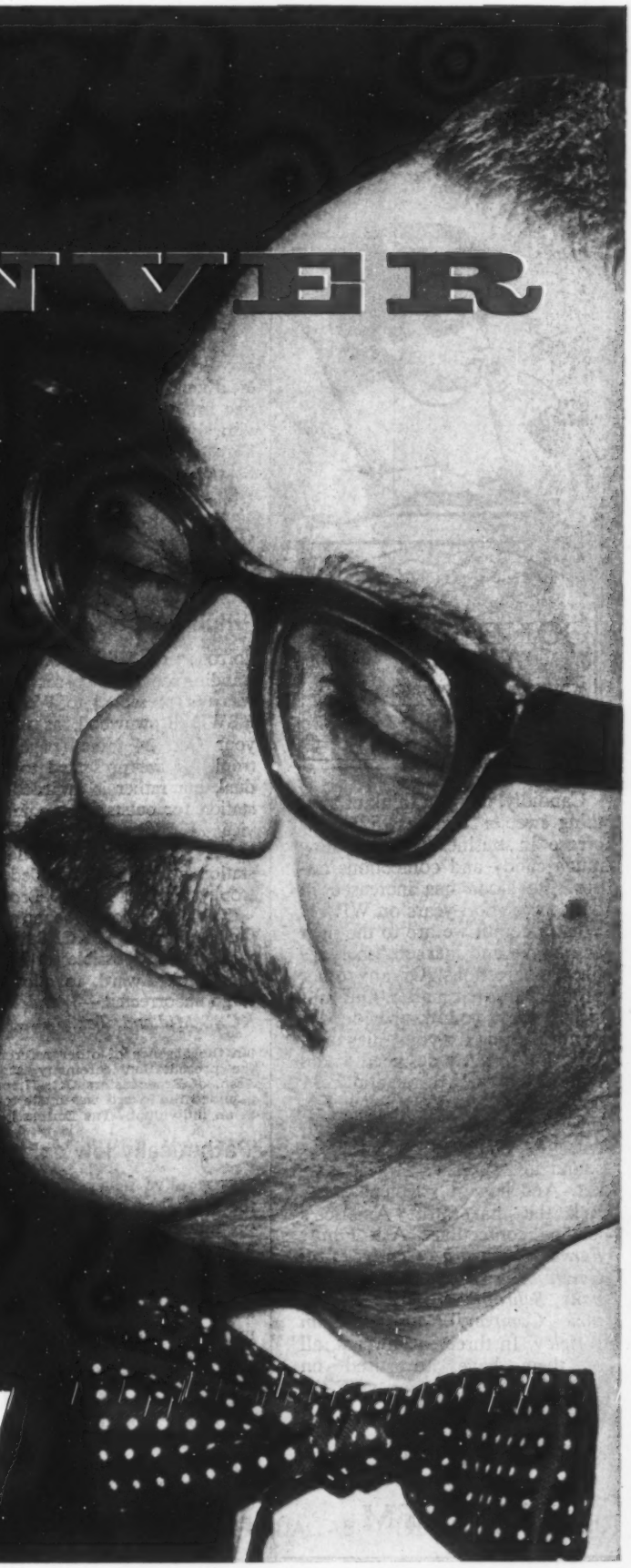
- Network Show
- Local Program
- Network News
- Local News
- Local Sports
- Local Weather
- 10 of Top 15 Shows

KLZ-TV HAS THE OVERWHELMING SHARE OF AUDIENCE FROM 9:00 A.M. UNTIL MIDNIGHT SEVEN DAYS A WEEK!

CBS DENVER

KLZ TELEVISION Channel 7

Represented by the KATZ Agency



Candidly, can you think of anything sweeter than a 952% increase in business? That's how much candy and confections advertising alone has increased in only three short years on WPAT. What a comfit we are to the men who make and market America's finest confections! Or any other product, for that matter. Our music, so sweet, so low, provides the perfect setting for your sales message. Dexterously designed to delight listeners throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut, it's the most mellifluous sound in America's largest market. And how it sweetens sales! Ask the makers of America's leading confections. Ask *Fanny Farmer, Ferrara Candy, Loft Candy, The Roxo Candy Company, Schrafft's (Frank G. Shattuck Company) and William Wrigley.* In three short years, all of them have advertised on WPAT . . . the station with the flavor of success.

WPAT
&
WPAT-FM

Saving paper work

EDITOR: We are anxious to secure a copy of the issue in the fall of 1959 which contains an article on Royal McBee Keysort cards. If you have a copy available we would be obliged if you could airmail it.—*P. G. Gleeson, General Manager, Business Equipment Pty. Ltd., Sydney, Australia.*

[The story, "Money Savers for Paper Work," appeared in the issue of Oct. 5, 1959. A copy is enroute.—THE EDITORS.]

South Africa up to date

EDITOR: Enclosed money order is for two copies of the new BROADCASTING Yearbook ▪ Marketbook. Please send one to South African Information Advisor in Ottawa and the other to The Director, South African Information Service, Pretoria, Union of South Africa.—*Office of the High Commissioner for the Union of South Africa, Ottawa, Canada.*

[Copies of the 1960 BROADCASTING Yearbook are available, $4 each.—THE EDITORS.]

Pitluk Award to KCRS

EDITOR: The Pitluk Award for outstanding community service in Texas was not presented to Wendell Mayes, KBWD Brownwood, as you stated in your Oct. 24 issue (page 65). The trophy is not presented to any individual, but rather is awarded to a radio station for outstanding community service. Furthermore it was KCRS Midland, Tex., another Wendell Mayes station, which was awarded the Pitluk trophy and not KBWD Brownwood.

I think it would be an injustice to the employes of KCRS, whose hard work made it possible for KCRS to win the Pitluk Award, to allow this error to go uncorrected.—*Wendell Mayes Jr., KCRS Midland, Tex.*

[In the absence of other references during the presentation ceremony at the Texas Assn. of Broadcasters Oct. 17, our reporter assumed the award was made to Mr. Mayes as an individual.—THE EDITORS.]

'Pathetically low salaries'

EDITOR: I've never written a letter to the editor in my life, but this one is prompted by the asinine excerpt from a speech by Willard Schroeder in "Playback" in the Oct. 31 issue, page 18 . . .

In three dreary years in live radio and television broadcasting I could not make a decent living. By quitting the broadcasting business and swapping it for a gray flannel suit I increased my yearly income 20% in one day. How? By simply crossing the street from the station where I was employed and going into the agency business. What am I doing now? The same things I did on the station level: writing and producing tv and radio commercials.

If the small and medium-market stations would come down out of the clouds and see how their own personnel manage to live on sweat-shop salaries, perhaps industry standards would improve, especially on the station level.

To rebut Mr. Schroeder's comments about "television's abundant troubles being caused by bad scripts . . ." let him look to his own backyard where pathetically low salaries are tv's biggest problem. As has been said for centuries: you get exactly what you pay for.—*R. W. Colon, Broadcast Director, Beeson-Reichert Inc., Toledo, Ohio.*

BOOK NOTES

▪ *"The Impact of Educational Television," edited by Wilbur Schramm, U. of Illinois Press, Urbana, Ill., Nov. 21, 1960, 247 pp.; $5.*

The serious student of the potential and progress of educational television in the U.S. since its debut in 1953 will find much to occupy his interest in this collection of research studies. "What programming, when, where, for whom, and with what effect?" are the topics with which this report is concerned, according to the foreword by Robert B. Hudson, vice president, National Educational Television and Radio Center.

The book's chapters are based on studies supported by research grants-in-aid made by NETRC during the period 1956-59. Areas covered by the book include educational tv in the community, etv in the classroom, etv and children, plus a proposed theory for the effect of etv by Lionel C. Barrow Jr., now assistant professor in the Communications Research Center of Michigan State U. Mr. Schramm is director, Institute for Communication Research, Stanford U.

▪ *"Chases' Calendar of Annual Events —1961" by Harrison V. and William D. Chase, Apple Tree Press, 2322 Mallery St., Flint, Mich., 49 pp; $1.*

Sales managers, promotion managers and program executives will find this booklet helpful in planning sales campaigns or tie-in events during 1961. A total of 852 special days, weeks and months are chronicled in this reference booklet that also provides a complete daily calendar which may be used for memoranda or appointments.

The special events listed are commercial as well as historic and civic. For example, January is "Break-a-Cold Month" and Nov. 24-30 is "National Indigestion Week." Both are soda bicarbonate promotions by Church & Dwight Co. through its public relations representative, Theodore R. Sills & Co., Chicago. And then there is always Oct. 21-28. It will be "International Whale Watchers Week." Gerald B. Burnett, 5369 Kalanianaole Highway, Honolulu 16, is chief watcher.

COLOR

super market super salesman

Today's housewives respond most favorably when COLOR television enters the picture. COLOR television warms all the senses with sight, sound, demonstration and all the gorgeous hues of merchandising.

WBAP-TV now telecasts all live local shows in living color and also offers the New Popeye Color Theatre, plus special color movie spectaculars and the complete schedule of NBC-TV color programs.

Make your next commercial color and telecast at no additional charge on WBAP-TV. Let WBAP-TV color be your supermarket super salesman in the Dallas-Fort Worth area, 6th U. S. market.

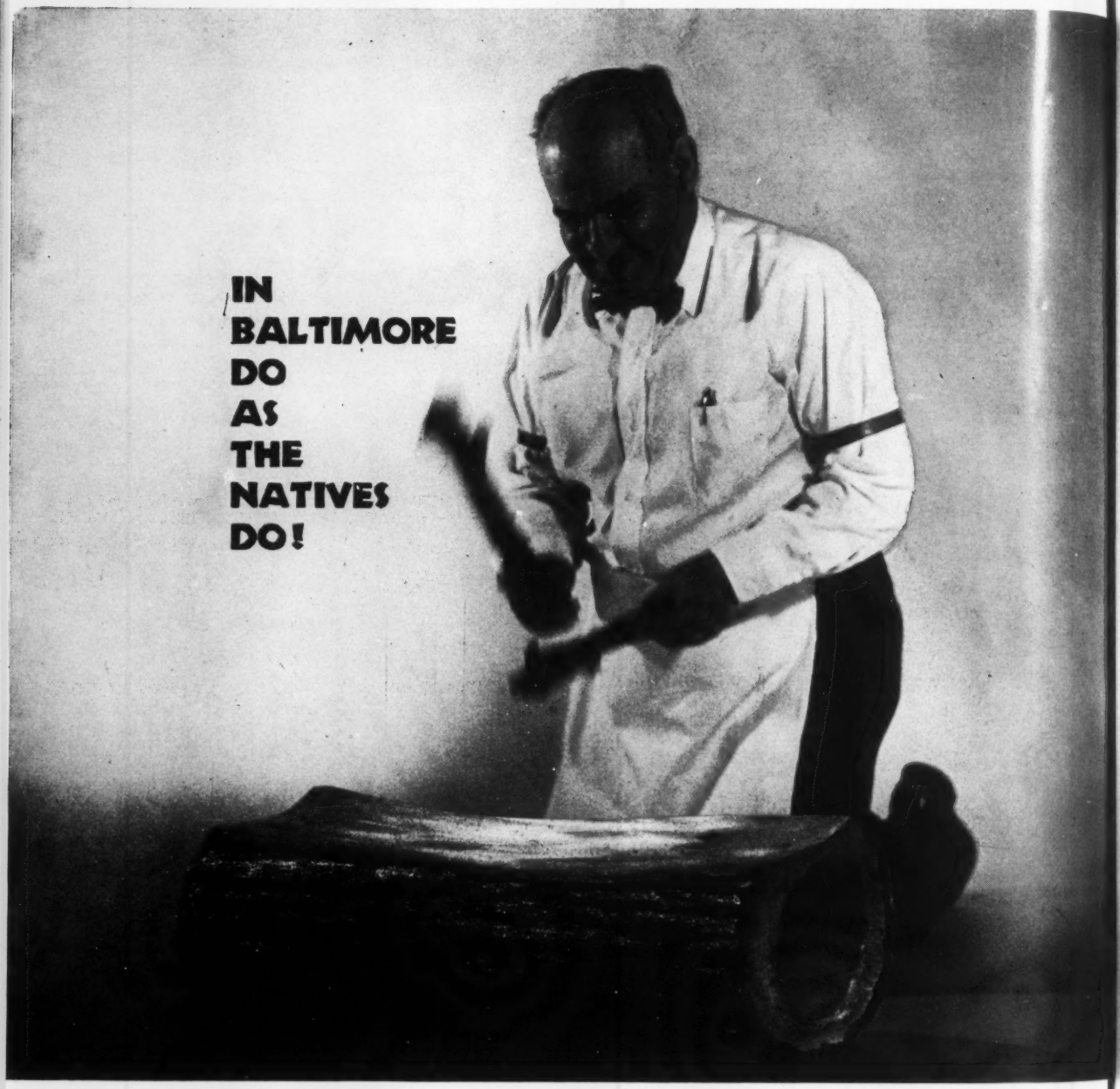
★ *FIRST IN TEXAS* ★ *FIRST IN PROGRAMS* ★ *FIRST IN COLOR!*

WBAP★TV NBC 5

Watch Perry Como in gorgeous color for Kraft Fine Foods every Wednesday night over NBC-TV.

FORT WORTH — 3900 BARNETT ST. ★ DALLAS — 1900 NORTH AKARD

PETERS, GRIFFIN, WOODWARD, INC. ★ *Exclusive National Representatives*



MORE "NATIVE" MERCHANTS BEAT THE DRUM ON W-I-T-H THAN ANY OTHER BALTIMORE RADIO STATION!

WITH Is First In Baltimore with more local advertisers than any other station. Can you find better proof of a station's effectiveness than the day-in, year-out confidence of the local businessmen who expect their cash registers to record every commercial? Follow the lead of the local advertisers... men who really know the market: buy WITH and Baltimore buys you!

RADIO **W-I-T-H** PERSONALITY *Baltimore*

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

November 14, 1960 Vol. 59 No. 20

WHAT HAPPENS AFTER JAN. 20?

■ Kennedy says he would have lost if it hadn't been for tv

■ But his party has history of tight broadcast regulation

■ Will new administration give radio-tv the break it earned?

A presidential campaign that made television history also set electronic precedents for the political future.

Television emerged from last week's election as the indispensable campaign medium, so labeled by the President-designate, John F. Kennedy.

His words were voiced at a Nov. 10 news conference in answer to the question: "In view of what your brother [Robert] said yesterday about the debates, do you feel you might have been able to win without debates?"

The terse answer, typical of the winning candidate's fast response to questions: "I don't think so."

And the comment of Robert Kennedy, general campaign manager, was an even more powerful tribute to the face-to-face broadcasts. Without the debates, he said, "it wouldn't have been close."

A dramatic legislative step—suspension of the Sec. 315 equal-time language that might have prohibited debates—had opened the way for this new form of campaigning. Temporary relaxation of the section has a good chance of becoming permanent when the new Congress meets. Chairman Warren G. Magnuson (D-Wash.), of the Senate Commerce Committee, stated recently he planned to introduce legislation to this effect.

Here are some of the election aftermaths:

▪ First compilation of network time purchases (gross) amounted to an estimated $2.7 million, with Republicans outspending Democrats. Regional, state and local hookups plus spot radio-tv can't be estimated at this point. (See story page 36).

▪ The major parties had a tough time getting audiences against the competition of established programs, judging by ratings. (Analysis of ratings, page 35).

▪ Electronic computers provided exciting program material election night but the "scanty returns" of the early evening hours pointed to a Nixon victory. Later statistical findings gave Sen. Kennedy odds as high as 333 to 1, reflecting more optimism than post-midnight developments might have indicated. (Computer story page 41).

▪ The FCC held that *American Forum of the Air* (Westinghouse stations) is not a news program within the exemption provisions of Sec. 315, the equal-time law (story page 42).

▪ Washington is going to see some changes next year, particularly at the FCC and Federal Trade Commission. President-designate Kennedy plans to shift the FCC balance from Republican to Democratic. At stake are the FCC chairmanship of Frederick W. Ford and the interim term of Charles H. King. (See story page 32).

▪ There will be familiar faces missing on Capitol Hill, including several legislators having broadcasting interests (story page 42).

Broadcasters were on the congressional and FCC spot during the campaign as their presentation of candidates and campaign information came under equal-time scrutiny. The FCC some weeks ago sent stations detailed instructions on what they were to tell it about campaign and political activities. A spe-

Conceding defeat on television: Herbert Klein, news secretary to Vice President Richard Nixon, reads the Republican candidate's wire of congratulations to Sen. Kennedy during televised news conference in Los Angeles.

Victory statement on television: Sen. John F. Kennedy accepts congratulations during news conference at Hyannis Port, Mass. A day later, answering reporter's question, he said he could not have won without tv debates.

A tougher regulator to head the FCC?

BARTLEY SEEN AS LIKELY, IF RELUCTANT, CANDIDATE

There'll be a new chairman of the FCC after John Kennedy takes office as President next January. There'll also be a replacement for Republican Commissioner Charles H. King to give the commission a Democratic majority.

The man who has been considered the most likely candidate for the chairmanship in a Democratic administration is Robert T. Bartley, senior Democratic member of the commission. If he winds up in the chair, broadcasters can expect tougher regulation than they have been accustomed to.

Since his appointment to the FCC in 1952 Mr. Bartley has made a reputation for dissents. In them and in his speeches he has built a pattern of advocacy of stronger federal control. Here are some excerpts:

▪ From a 1954 speech in Athens, Ga.: The FCC has a congressional mandate "to inquire into the qualifications of an applicant, the type of programming proposed . . . his financial qualifications . . . the question whether the applicant has the requisite character qualifications so that he could be entrusted with a license in the public interest, and the question as to whether or not the grant of a license to a particular applicant would enhance the diversification of ownership of the media of mass communication and, consequently, prevent the development of monopolistic control of the means of communication."

▪ From a 1957 speech in Washington: "The commission must itself represent the public interest in its deliberations. It must, in fact, be an affirmative defender of the public's right to the best possible communications service in carrying out the mandate of the Congress in this branch of commerce." The commission spends too much time "spining wheels" over private rights. ". . . Over the years we have seen a whittling away of the powers of the commission in providing expeditious service to the public."

On the FCC's right to look at programming, Mr. Bartley has used some strong language:

" I think it can be validly stated that the commission not only has the authority to concern itself with program service, but that it has an *affirmative* duty, in its public interest determinations, to give full consideration to the use to which broadcast licenses are put." (Italics from original speech).

Particularly direct are Mr. Bartley's feelings about the right of the FCC to bear down heavily on programming as it involves sponsor identification and fairness in presenting news and controversial issues.

Brake on Sales ▪ Possibly the strongest position Mr. Bartley has taken has been in the realm of station sales and transfers involving multiple owners. Invariably it will be his position that a McFarland letter of inquiry be sent looking toward a hearing.

Here, Mr. Bartley is specific and unyielding. Underlying this position is his long-standing concern about the possible ill effects of absentee ownership or of concentrated control of mass media.

He has explained that these dissents in transfer approvals involving multiple owners do not indicate he would veto all of them. He just wants all the facts brought out on a record so there will be no mistake about the commission having considered all the dangers he sees inherent in these combinations.

Big Money Bugaboo ▪ Mr. Bartley particularly has looked askance at big money coming into broadcasting. He fears, he has said, "the entry by people more interested in the 'fast buck' than they are in assuming the responsibilities of a licensee; those who don't even know what their obligations are and care less. . ."

During the 1955 controversy over the NBC-Westinghouse stations swap, he led a long and unsuccessful battle within the commission for a complete hearing on the allegations of network pressure, as well as the possibilities of undue concentration.

Political Ties ▪ Speculation on Mr. Bartley's appointment as chairman under a Democratic President has been built partly on his seniority among Democrats on the commission and partly on his strong political ties to party leaders.

Mr. Bartley is a nephew of Speaker of the House Sam Rayburn and is close to Vice President-elect Lyndon Johnson.

Mr. Bartley says that he does not particularly want the top job. "I am not seeking the chairmanship," he told BROADCASTING last week. "No one is urging me to take it."

Mr. Bartley thinks the chairmanship ought to be rotated among all members. "I think each commissioner should be willing to serve his trick in turn."

The rotation system appeals to him because it would tend to remove the FCC, an independent agency, from "too much executive depart-

cial watchdog subcommittee headed by Sen. Ralph W. Yarborough (D-Tex.) added heat to the final campaign weeks by directing all stations to report to it within 24 hours whatever complaints were received. The Yarborough demand brought resentment and confusion, though hundreds sent in reports (BROADCASTING, Oct. 31, Nov. 7).

Subpoena Threatened ▪ The watchdog call turned into a snarl on election eve when Creekmore Fath, subcommittee majority counsel, called a news conference to announce he had sent a subpoena threat to John W. Boler, president of the North Dakota Broadcasting Co. station group.

Mr. Fath had wired Mr. Boler for scripts and other matter involved in a taped documentary on a state tuberculosis sanitarium and an interview program. Before Mr. Boler had time to answer the wire, Mr. Fath sent a follow-up warning to this effect, "If it is a subpoena you want, rest assured I can provide a subpoena and a federal marshal to serve it." He told newsmen that if Mr. Boler "wants us to do it the hard way, that's the way we will do it."

Mr. Boler told BROADCASTING he was "not inclined to accept threats and intimidation." He was assembling material for a complete report to the FCC on the incident, which he said grew out of demands by State Sen. Charles L. Murphy, Democratic candidate for attorney general. Mr. Murphy lost the election. By weekend the Fath-Boler controversy had developed into a series of telegraphic exchanges.

It was that kind of a campaign for broadcasters—volumes of minor complaints by highly partisan and disgruntled elements but few incidents of consequence. The equal-time performance will be reviewed by the Yarborough subcommittee on the basis of its material and by the FCC on the basis of formal station reports.

Debates Did It ▪ The Kennedys had ready agreement in their tributes to tv from a group of professional broadcasters who drew the electronic plans and directed their execution.

At the President-designate's side from late July to election day was J. Leonard Reinsch, executive director of the James M. Cox station group. "The first debate did it," Mr. Reinsch commented. He was top tv strategist in his role as

ment influence."

During Dwight Eisenhower's administration four Republicans have served as chairman of the FCC: Rosel H. Hyde, still a commissioner; George C. McConnaughey, who left at the expiration of his term; John C. Doerfer, who resigned under investigation by the House Oversight Subcommittee, and Frederick W. Ford, the incumbent. Mr. Ford presumably would remain as a commissioner. His term continues to 1964.

Bartley's Background ▪ The Texas Democrat was born in 1909. He attended Southern Methodist U. before moving to Washington in 1931 to be executive secretary of a House Commerce Committee special staff investigating public utility holding companies. It is from that experience that he now draws his belief that the FCC got a sterner set of rules than it has been observing.

He takes credit for having helped prepare reports, while on the House staff, that became the basis for legislation including the Communications Act that governs the FCC and the law establishing the Securities & Exchange Commission.

From 1934 to 1937 he served in the FCC as chief of its Telegraph Division. Later he joined the Yankee Network and became a vice president. In 1943 he went to work for the NAB as director of government relations, later becoming head of the association's fm department.

In 1948 he became administrative assistant to Speaker Rayburn and left that job to take the appointment to the FCC.

Mr. Bartley is married to the former Ruth Adams of Washington. They have two boys and a girl. They maintain their voting residence at Bonham, Texas.

King's Way ▪ What of the future

Commissioner Bartley
Will he turn his back on top job?

of Commissioner Charles H. King? The Republican Detroit Law School dean, who was drafted by the Eisenhower administration to fill the FCC vacancy caused by the resignation of John C. Doerfer last spring, is now filling the remainder of Mr. Doerfer's term, which runs out June 30, 1961, by recess appointment. He took office last July.

Come Jan. 20, Mr. Kennedy can do three things:

He can withdraw the King appointment.

He can withdraw the King appointment and name a Democrat to fill the unexpired portion of the Doerfer term.

Or, he can wait until the vacancy opens up and submit the name of a Democratic candidate for a full, seven-year term.

Just what Mr. Kennedy will do is not known. Until then Mr. King is officially a commissioner and can continue to be one until June 30.

communications advisor to the candidate (see Reinsch campaign story page 32).

Leonard H. Marks, Washington communications attorney who served Sen. Lyndon B. Johnson (D-Tex.) in a similar role, put it this way, "It wasn't bad lighting of Nixon. The election was won in the first debate when Kennedy personally disposed of the phoney GOP charge that he was immature and showed the result of 14 years in public life."

And Mr. Marks added that Democrats used extensive local, state and regional television. These telecasts reached large numbers of viewers, built interest in Sen. Kennedy and helped bring out the crowds.

Other industry figures prominent in the campaign were: John S. Hayes, president of the *Washington Post* Broadcast Division, who helped produce Sen. Johnson's tv programs; Edward G. Shelton, ABC network vice president, Washington office, who took an active role in publicity and promotion in Lyndon Johnson's campaign; Gilbert L. Burton, vice president-account executive, and Reggie Schuebel, vice president-Democratic timebuyer, both of Guild, Bascom & Bonfigli, advertising agency for the Democratic campaign; Jack Christie, radio-tv director of the Democratic National Committee; Jack Denove, Hollywood film executive, advertising manager of the Kennedy campaign; Pierre Salinger, Kennedy's news secretary who will be White House news secretary.

Party leaders credited Miss Schuebel's skilled building of special hookups and selection of national network and spot facilities for much of the overall broadcast impact.

The coverage by radio and tv stations and networks during the campaign weeks plus the unprecedented effort and skill devoted to coverage of returns provided a dramatic example of effective programming, fair presentation of candidates and issues, and service to the public.

New techniques were developed by stations as cartridge tapes, portable gear and electronic computers were pressed into service. Reporting was fast and efficient, with the uncertainties of the presidential vote holding record audiences far into the night.

Who will replace Kintner and Bicks?

President-elect Kennedy will have three vacancies of interest to broadcasters to fill in one regulatory agency and in one department when he takes office Jan. 20. These are the Federal Trade Commission and the Dept. of Justice.

▪ The chairman of the Federal Trade Commission, Earl W. Kintner, is actually serving beyond the expiration of his term. This ran out in September. The Federal Trade Act, however, specifies that a commissioner may continue in office until his successor is named and confirmed.

Mr. Kintner was nominated for a full seven-year reappointment by President Eisenhower last spring, but the Senate refused to act on this nomination.

Two Vacancies ▪ The new president will have two vacancies to fill on the five-man FTC. Mr. Kintner's and the office held by Republican Edward K. Mills Jr., given a recess appointment to fill the vacancy caused by the resignation of Edward M. Tait. Mr. Mills at one time was nominated for appointment to the FCC, but had his name withdrawn when a conflict of interest developed.

Senior Democrat on the FTC is Robert T. Secrest, whose term expires in 1961. The other FTC Democrat is William C. Kern, whose term expires in 1962. The remaining member of the FTC is Republican Sigurd Anderson, whose term expires in 1966.

Actually, Mr. Kennedy will have only one Democratic vacancy to fill. The other opening must be filled by a Republican since the FTC, like the FCC, is a bipartisan commission.

▪ Another vacancy will take place Jan. 20 when a new Attorney General takes over at the Dept. of Justice and presumably names new Democratic assistant attorneys general.

Robert A. Bicks, the Republican in-

Continued on page 35

The architect of a triumph on television

BROADCASTER REINSCH PLANNED KENNEDY'S USE OF TV

If Sen. Kennedy could not have won the Presidency without television, as he said last week, it may be added that he could not have won without the skillful advice he got from his television consultant.

Late last Thursday the man behind the television triumph of the President-elect wearily packed his bags in a Washington hotel and headed for the Atlanta home he has seldom seen during nine months of intensive political work for the Democratic party and Jack Kennedy. J. Leonard Reinsch, executive director of the Cox stations, was winding up a tour that began last Feb. 15 when he moved into the Los Angeles Biltmore to manage the Democratic convention.

It was right after Sen. Kennedy won his party's nomination that he asked Mr. Reinsch to join his strategy team. As Mr. Reinsch recalled the conversation last week, the candidate said: "Television may be the most important part of the campaign. It may decide the election. Will you handle tv arrangements?"

Mr. Reinsch suggested that Sen. Kennedy make the request of James M. Cox Jr., president of the Cox stations. "Jim said, 'Fine,'" Mr. Reinsch recalled.

Plan Is Formed ▪ The campaign strategy was drawn up at the Kennedy home in Hyannis Port, Mass., while the Republican convention was under way in Chicago.

"I had lunch with the senator," Mr. Reinsch said last week. "He showed me a wire from Bob Sarnoff [NBC board chairman] suggesting a series of debates between the candidates. I recommended unqualified acceptance, leaving details of the programming format to a later date."

Sen. Kennedy conferred with Sen. Henry M. Jackson (D-Wash.), the party chairman, and Pierre Salinger, the candidate's news secretary. "After talking with them," Mr. Reinsch said, "Sen. Kennedy wired his acceptance to Bob Sarnoff and released the wire to the news media. He suggested that Republican representatives get in touch with me. They did, and we started a long series of debate meetings."

Why Debate Worked ▪ Mr. Reinsch agrees with other party leaders that the debates were the turning point in the Kennedy campaign.

"The first debate was the big one," Mr. Reinsch recalled. "First, we broke down the Republican charge that Sen. Kennedy was immature. Second, we solidified Democrats who had wondered if Sen. Kennedy was the right choice to defeat the Vice President.

"That debate convinced campaign workers, governors and others that we had a strong, fighting candidate. It scared and shocked Republicans. Our people were inspired.

"I had been flattered in July when the senator asked me to serve as his communications consultant, having greatly admired his campaigning ability last spring as well as his intellectual depth. I, too, was convinced after the opening debate that we had a great candidate."

Traveling Men ▪ During the three-month campaign Mr. Reinsch went with Sen. Kennedy on the 49-state itinerary, criss-crossing the nation on gruelling trips and taking side jaunts to Washington and other cities when tv debate conferences and planning required. He kept in constant touch with his Washington office through Gloria Coe, his campaign secretary. Often he hopped ahead of the candidate to serve as communications advance man.

J. Leonard Reinsch
Home after nine months in hotels

That Washington office bore little likeness to the plush quarters occupied by government officials and businessmen. It was a bare, dingy room in an old building at 18th & K, just off the Connecticut Avenue business district. Furnishings consisted of a beatup desk with a chipped glass top several sizes too large, a telephone, a desk chair and three straight chairs.

Rating Fan ▪ Sen. Kennedy was interested in tv arrangements and in ratings. "With a few exceptions, the senator had higher ratings than the Republican candidate," Mr. Reinsch said. "He always wanted to see the latest rating reports."

Mr. Reinsch clams up when asked about his professional role in the campaign, but his associates give him credit for the effective way Sen. Kennedy played the microphone, addressed both live and broadcast audiences, and met the demands of tv production people. His voice was alive, his delivery fast and dynamic. The impression was good, surpassing early hopes that he would be a good campaigner.

"One of the most effective telecasts took place in Houston," Mr. Reinsch said. "His appearance before the Protestant ministers' meeting was impressive and we gave it wide tv circulation."

In his appearances with the vice president the Democratic nominee debated as though his political life depended on television. It did, and the debates stirred interest in his personal visits around the country.

Mr. Reinsch sidestepped a question about 1964 debates, but appeared to reflect a belief it was too soon to take a position. So there's a good chance the idea of face-to-face debates will get serious Democratic consideration in 1964.

As to Mr. Reinsch: "I'm ready to go back in the broadcasting business, after a few days rest. That's where I belong. I'm only interested in government or party work if my services are desired on a consulting basis."

The Cox stations are part of a broadcasting-newspaper group founded by James M. Cox, onetime governor of Ohio who ran unsuccessfully as the Democratic presidential candidate in the 1920 election that Warren Harding won. The Cox group now comprises WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton and WSOC-AM-FM-TV Charlotte, N. C. The Cox interests and Mr. Reinsch also hold minority ownership in WCKR-WCKT(TV) Miami.

KRON is TV in SF

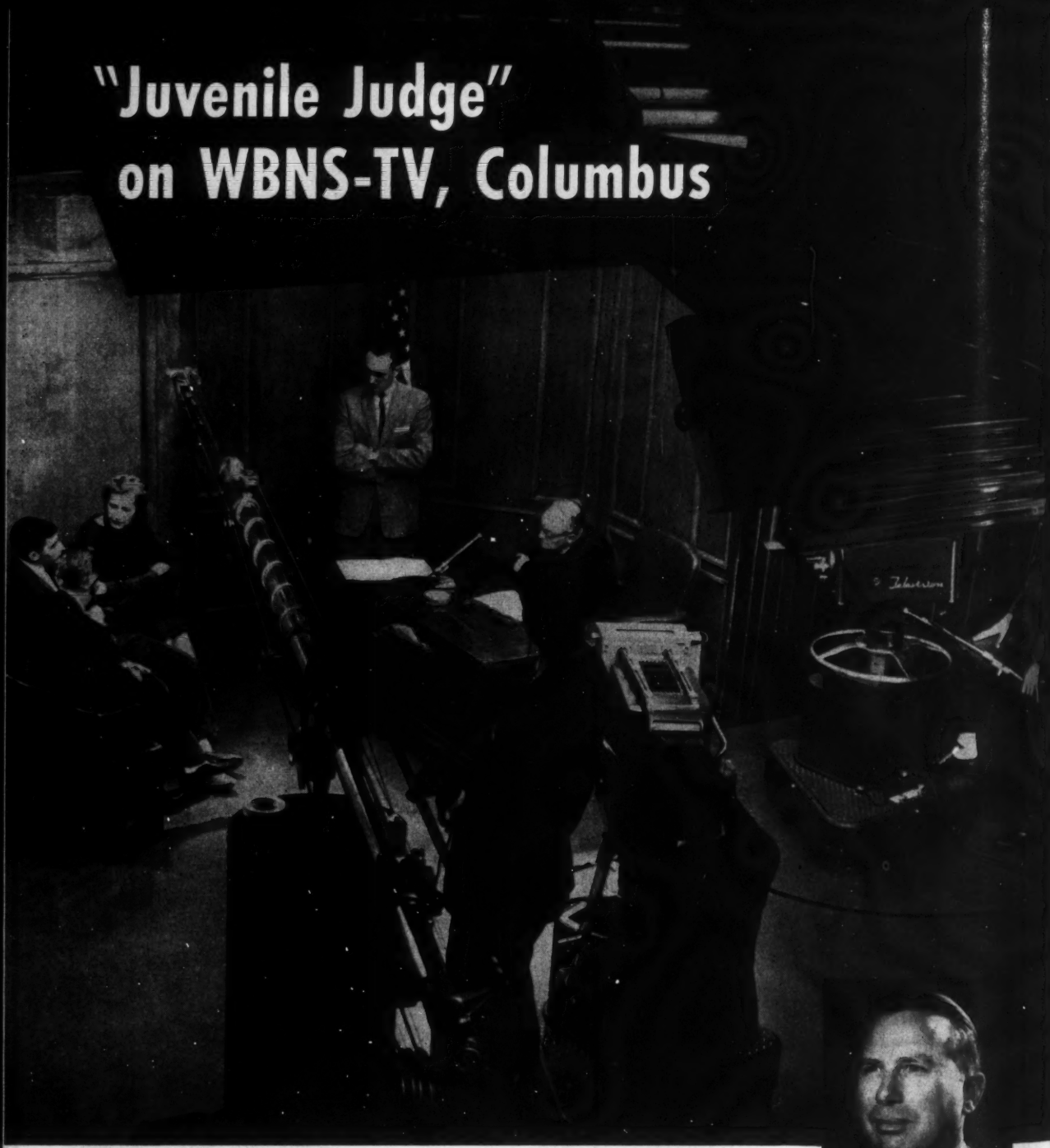
San Franciscans are sold on KRON-TV

15% MORE NON-NETWORK ACCOUNTS USE KRON/TV THAN NUMBER TWO S. F. TV STATION
BAR, Sept., 1960

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

"Juvenile Judge" on WBNS-TV, Columbus



"Programs like 'Juvenile Judge' are important in fulfilling our responsibility for community leadership, a responsibility we at WBNS-TV feel keenly. From the rapport such programs help to establish with all of Central Ohio, substantial benefits accrue both to us and to our advertisers."

ROBERT D. THOMAS
Director of Sales
Station WBNS-TV

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

TRAINING GROUND
for Better Citizens

One of Television's most vital values —too frequently overlooked—is the impressive scope and effectiveness of public information programming.

Especially fortunate are those communities where station-management devotes the full power of a carefully-developed Television series to spotlight the problems and further the progress of the areas they serve.

Splendid example of such programming leadership is "Juvenile Judge"—developed and presented by the staff of WBNS-TV, Columbus. In the words of local authorities, it is a series of "incalculable value" in helping younger Americans to understand and shoulder their responsibilities as junior citizens of a great nation.

As a vehicle for commercial communication, the effectiveness of "Juvenile Judge" may well be gauged from continued sponsorship for the third year.

At Blair-TV, watching the impact of creative programming by great stations like WBNS-TV is a constant source of satisfaction. For more than a score of such stations, we are proud to serve as the national sales arm.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
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WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

Continued from page 32.

cumbent heading the antitrust division, will, as is customary, submit his resignation. It is not believed he will remain in the antitrust division, although there have been some reports that he may connect with another government department. Mr. Bicks' name was one of those also submitted to the Senate by President Eisenhower but was not acted on before Congress adjourned. He is, therefore, also acting as antitrust chief under a recess appointment.

How political shows rated against entertainment

If the television ratings of the major political speeches proved anything, it's that the politicians had a hard time drumming up audiences against established entertainment programming.

Of all the half-hours of paid political time on the networks in the hectic last three weeks of the campaign, only two clearly dominated the entertainment shows they were up against. Both of these featured not Sen. Kennedy the winner but Vice President Nixon the loser. And in both cases Mr. Nixon was appearing in time periods normally occupied by high-rated programs.

In other instances the politicians came off a poor second if not a poor third. This was especially evident in three appearances by President Eisenhower.

These generalizations are based on the American Research Bureau's multi-city Arbitron reports on nighttime network viewing in seven major cities from the middle of October until the election eve windups last Monday night. The analysis is generally confined to evening programs of 30 minutes or longer, thus disregarding the five-minute political inserts frequently tagged on to regular tv programs that had been bobbed to make room. Omitted also are daytime political programs, including Mr. Nixon's four-hour "telethon" on ABC-TV (see page 36).

Nixon's High Ratings ▪ The clearest dominance of the ratings by paid political broadcasts occurred on Wednesday Nov. 2 and Saturday Nov. 5. On Nov. 2, preempting *The Price Is Right* on NBC (8:30-9 p.m. EST), Mr. Nixon scored a 19.2 in the multi-city Arbitron against a 14.1 for *Ozzie and Harriet* on ABC and a 14.0 for *Wanted Dead or Alive* on CBS. Nov. 5, appearing in the *Gunsmoke* spot on CBS (10-10:30), he drew a 20.0 against a 14.4 for NBC's weekly political roundup, *The Campaign and the Candidates,* and a 5.2 for boxing on ABC.

Mr. Nixon also forged ahead in the recorded measurements for 10:30-11 on election eve with a 13.9 on CBS against 11.8 for the Milton Berle bowling show on NBC. The Arbitron report did not show a rating for his ABC opposition, *Peter Gunn,* which normally draws large audiences. The night before, appearing at 9-9:30 on CBS, he came in last with 11.4 against 22.6 for ABC's *Rebel* and 19.0 for NBC's Dinah Shore. On Oct. 25 at 9-9:30, his other major nighttime network appearance during the three weeks, his 15.3 edged out *Stagecoach West's* 13.4 on ABC but fell short of *Thriller's* 21.6 on NBC.

Sen. Kennedy's highest half-hour rating during these weeks was a 10.9 on NBC at 7-7:30 on election eve (the other networks were not programming at the time). Earlier that evening, in a quarter-hour broadcast on CBS, he scored 12.1 to challenge the Huntley-Brinkley newscast's 13.4 on NBC (ABC was not providing network service). And still earlier that same evening, at 6-6:30, against no network programming by the competition, he racked up a 6.8 on ABC.

On Nov. 4, at 9:30-10 on NBC, Mr. Kennedy edged out CBS' *Presidential Countdown,* 9.3 to 8.8, but trailed ABC's *77 Sunset Strip* (24.5). On Oct. 31, on NBC at 8:30-9, he was low man in the time period, 11.3 against 14.6 for *Surfside Six* on ABC and 13.4 for *Bringing Up Buddy* on CBS.

Ike Draws Poorly ▪ President Eisenhower suffered worst in these ratings, however. On Oct. 28 at 10-10:30 on ABC he had a 11.1 against 16.3 for *Michael Shayne* on NBS and 18.4 for *Twilight Zone* on CBS. On Nov. 1 at 8-8:30 on CBS he rated 8.0 against 20.0 for NBC's *Laramie* and 20.9 for ABC's *Rifleman.* And on Nov. 4 at 9-9:30 on NBC he came off with 7.7 against 14.8 for CBS' *Route 66* and 23.4 for ABC's *77 Sunset Strip.*

The television audience for the 10-10:30 p.m. EST period of three-network coverage of election returns was the largest ever to witness a single event, American Research Bureau said last week. The peak audience: more than 83 million viewers in 33 million homes.

The previous record, according to ARB, was 75 million viewers in 30 million homes tuned to the first Kennedy-Nixon debate, on Sept. 26.

The figures are based on ARB's National Arbitron rating reports. Average election-night tune-in for the 7:30-11 p.m. period was placed at 27,350,000 homes per average minute as against the peak half-hour's average of 30 million per average minute. ARB did not measure the audiences beyond 11 p.m., its normal nighttime shutoff hour.

NBC-TV Wins ▪ In ratings the report placed NBC-TV first (29.2), CBS-TV second (21.7) and ABC-TV third (10.1). Homes viewing per average minute were broken down thus: NBC-TV 13,260,000; CBS-TV 10,050,000; ABC 4,040,000. It also was estimated

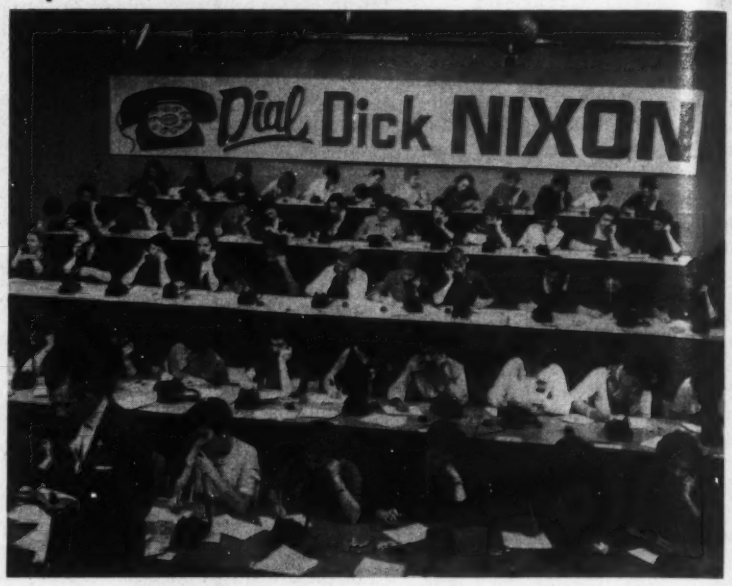
The last minute Nixon push almost worked

A surprise feature of the closing campaign hours developed Nov. 7 when Republicans sponsored a four-hour telethon on ABC-TV. A program that ordinarily would have taken weeks to prepare was blueprinted, organized and telecast in a two-day period by the originating station, WXYZ-TV Detroit, ABC-owned outlet.

John Pival, station president, was notified at 5 p.m. Saturday, Nov. 5, the program would go on the air at 2 p.m. the following Monday. Besides the complex engineering, WXYZ-TV arranged a 150-telephone bank, a studio for 100 telethon operators, a studio for Vice President Nixon, accommodations for 75 working newsmen, space for a dozen teletype machines and clerical facilities.

Michigan Bell Telephone Co. and Western Union started immediate installation of lines and instruments to handle the anticipated 8,000 phone calls and news dispatches. Actually the total was in excess of 11,000 calls. Station personnel worked Sunday rearranging offices and studios, accumulating over 350 hours of overtime. The publicity staff set up facilities that turned out hundreds of copies of a 121-page account of the telecast.

The Vice President arrived Monday at 1:45 p.m. Everything was ready, including hamburger and pineapple milk shake for the candidate.



They received 3,000 more calls than they expected

Another example of broadcast legerdemain developed in New England at WMUR-TV Manchester, N. H., after the ABC-TV telethon. Sen. Kennedy's aides called the station Monday afternoon, asking the station to clear time for a special telecast 6-6:45 p.m. The station relayed the program to Boston where it was rebroadcast by the three tv networks.

Several stations around the country took editorial stands on candidates or issues. They offered reply time but nevertheless drew complaints that reached the FCC and the Yarborough subcommittee.

there were 91,698,000 home hours of election coverage viewing, divided as follows: NBC 51%, CBS 38%, ABC 11%.

The record figure at 10-10:30 p.m. EST was partially attributable, ARB said, to the fact that the networks were feeding the West Coast live rather than on the normal delayed basis. Between 8:30 and 9 p.m. EST the report showed an audience of 75 million viewers in 28 million homes, but that was before heavy viewing hours had been reached on the West Coast.

The ARB multi-city rating for Mr. Nixon's four-hour afternoon telethon Nov. 7 was 4.9. By quarter-hours it started at 3.0 and built fairly steadily to 5.4 and then jumped to 7.5 for the last quarter-hour. The average rating for the network and local programs opposing him on CBS stations was 7.0; on NBC stations, 6.3.

Election night sponsors got their money's worth

Nearly nine-tenths of the tv-radio network coverage election night was sponsored. Out of a total of 36 hours 23 minutes of election reporting, nearly 32 hours was sponsored.

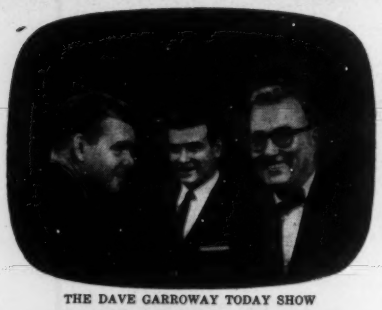
It's hardly likely any of the network advertisers could complain about lack of exposure above and beyond the minimum contract terms. For example, Westinghouse Electric Corp.'s numerical breakdown of commercials on CBS-TV: Between 7:30 p.m. and midnight there were 18 Westinghouse commercials totaling 27 minutes; between midnight and 7 a.m. Wednesday, 22 commercials totaling 33 minutes, and from 12:45 p.m. to 1:30 p.m. Wednesday, one commercial of 90 seconds. In addition, the Westinghouse identification symbol was shown a total of 77 times—32 times before midnight, 44 times after midnight to 7 a.m. and once during the Wednesday afternoon election wrapup. On CBS Radio, Westinghouse one-minute commercials were aired 61 times between 7:05 p.m. Tuesday and 5:30 a.m. Wednesday signoff. Westinghouse had been guaranteed a minimum of three hours of election coverage, after which CBS broadcast the commercials at will as long as coverage was uninterrupted. Betty Furness presented her last live commercial for Westinghouse at 7 a.m. Wednesday (see separate story).

ABC-TV's coverage was continuous from 8:30 p.m. Tuesday to 4:30 a.m. Wednesday, resulting in eight Remington Rand commercials on the East Coast; seven Colgate commercials and eight Union Carbide commercials in both the Eastern and Pacific time zones, and a total of 46 commercials for Continental Oil Co. in the Mountain and Central zones. President-elect John F. Kennedy's victory statement in Hyannis, Port, Mass., was carried live on Wednesday by ABC-TV and ABC Radio from 1:39 to 2:06 p.m., 13 hours and 48 minutes after ABC News chief John Daly had, on the basis of returns from key states, declared Sen. Kennedy the victor. ABC-TV actually started its election coverage at 7 p.m., but at 7:30 p.m. the network returned to regularly scheduled programming until 8:30 p.m.

Big Payoff ▪ NBC-TV'S 12 hours of continuous coverage in which advertisers reaped extra dividends (7:30 p.m.-7:30 a.m.) resulted in a total of 72 commercials. Five sponsors with one-sixth purchases got 12 commercials apiece. They were Thomas J. Lipton, Brown & Williamson, B. F. Goodrich, Sandura, and Cowles Magazines. Field Enterprises and Remington Rand Electric Shaver Div. of Sperry-Rand, each

why 125 million people watch NBC every week

"The Great Debate" was carried identically on all three television networks. More people watched on NBC than on any other network . . . just as more people watched the conventions on NBC than on any other network . . . just as more people *regularly* watch the news on NBC than on any other network. But NBC TELEVISION is many things for the American people. Turn this page for 25 more reasons why NBC reaches 9 out of 10 television homes again and again each week.



THE DAVE GARROWAY TODAY SHOW

DAVE'S PLACE

PERRY COMO

THE TRAPPED HOUSEWIFE

MACBETH

BORN A GIANT

OMNIBUS

THOSE RAGTIME YEARS

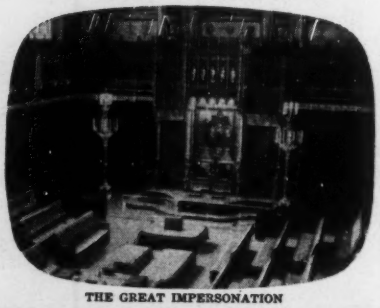
SOMETHING SPECIAL

THE RELUCTANT DRAGON

THANKSGIVING DAY PARADE

STORY OF A FAMILY

NO PLACE LIKE HOME



THE GREAT IMPERSONATION

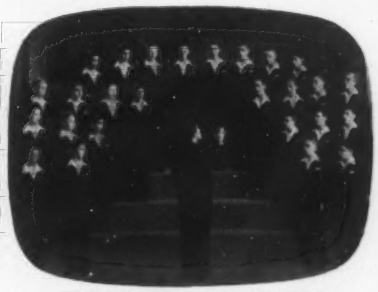
THE MUSIC OF ROMANCE

THE WORKING MOTHER

THE SAME VITALITY...

NBC TELEVISION provides substantially more hours of program service than any other network, from "The Dave Garroway Today Show" in the morning to "The Jack Paar Show" at night. And the same vitality which has won NBC its clear and decisive leadership in News and Public Affairs audiences characterizes this

MARY MARTIN STARS AS PETER PAN



'TWAS THE NIGHT BEFORE CHRISTMAS

GOLDEN CHILD

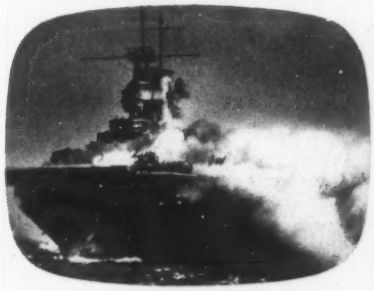
AMAHL AND THE NIGHT VISITORS

THE COMING OF CHRIST

CHRISTMAS AROUND THE WORLD

season's wealth of NBC entertainment programming. Summarized on these pages are programs that set the standards of quality for all of television. Note them well. In combination with the rest of the NBC TELEVISION schedule, this wide-ranging variety of programs helps to show you why 125 million people watch NBC every week.

NBC TELEVISION NETWORK



VICTORY AT SEA

THE NBC OPERA COMPANY – DESERET

THE JACK PAAR SHOW

"THE DAVE GARROWAY TODAY SHOW" – the start of NBC's full service day. Mon.-Fri., 7:00-9:00 A.M.

"THE TRAPPED HOUSEWIFE" Based on case histories and taped interviews. On the "Purex Special For Women." Thurs., Nov. 10, 4:00-5:00 P.M.

"OMNIBUS" "He Shall Have Power," a study of the Presidency. Sun., Nov. 13, 5:00-6:00 P.M.

"THE RELUCTANT DRAGON" – on the "Shirley Temple Show." In Color. Sun., Nov. 13, 7:00-8:00 P.M.

"STORY OF A FAMILY" War, depression and technological change during three generations. Mon., Nov. 14, 7:30-8:30 P.M.

"THE GREAT IMPERSONATION" Oppenheim's classic thriller, on the "Dow Hour of Great Mysteries." Tues., Nov. 15, 10:00-11:00 P.M.

"DAVE'S PLACE" Dave Garroway roams at large over all of NBC. Fri., Nov. 18, 9:00-10:00 P.M.

"MACBETH" Starring Maurice Evans and Judith Anderson. On the "Hallmark Hall of Fame." In Color. Sun., Nov. 20, 6:00-8:00 P.M.

"THOSE RAGTIME YEARS" The rise of a uniquely American kind of music. A "Project 20" event. Tues., Nov. 22, 10:00-11:00 P.M.

"THANKSGIVING DAY PARADE" In Color. Thurs., Nov. 24, 11:00 A.M.-12:00 Noon.

"NO PLACE LIKE HOME" A lighted-hearted musical revue. In Color. Thurs., Nov. 24, 5:30-6:30 P.M.

"THE MUSIC OF ROMANCE" Drama and music from the life of Tchaikovsky. Special guest Helen Hayes. On the "Bell Telephone Hour." In Color. Fri., Nov. 25, 9:00-10:00 P.M.

PERRY COMO on "Perry Como's Kraft Music Hall." In Color. Wed., Nov. 30, 9:00-10:00 P.M.

"BORN A GIANT" The early years of Andrew Jackson. On Equitable's "Our American Heritage." Fri., Dec. 2, 9:00-10:00 P.M.

"SOMETHING SPECIAL" – under the auspices of the American Child Guidance Foundation. Sun., Dec. 4, 10:00-11:00 P.M.

"THE WORKING MOTHER" On the "Purex Special For Women." Thurs., Dec. 8, 4:00-5:00 P.M.

MARY MARTIN STARS AS "PETER PAN" and Cyril Ritchard is Captain Hook. In Color. Thurs., Dec. 8, 7:30-9:30 P.M.

"GOLDEN CHILD" An original Christmas opera on the "Hallmark Hall of Fame." In Color. Fri., Dec. 16, 8:30-10:00 P.M.

"THE COMING OF CHRIST" Based on the world's great religious art. In Color. A "Project 20" event. Wed., Dec. 21, 8:30-9:30 P.M.

" 'TWAS THE NIGHT BEFORE CHRISTMAS" on the "Bell Telephone Hour." In Color. Fri., Dec. 23, 9:00-10:00 P.M.

"AMAHL AND THE NIGHT VISITORS" By the NBC Opera Company. Sun., Dec. 25, 4:00-5:00 P.M.

"CHRISTMAS AROUND THE WORLD" On "The Dinah Shore Chevy Show." In Color. Sun., Dec. 25, 9:00-10:00 P.M.

"VICTORY AT SEA" Highlights from the famous "Project 20" presentation. Thurs., Dec. 29, 9:30-11:00 P.M.

THE NBC OPERA COMPANY'S world premiere of "Deseret." In Color. Sun., Jan. 1, 3:00-5:00 P.M.

"THE JACK PAAR SHOW" completes NBC's full service day. Mon. through Fri., 11:15 P.M.-1:00 A.M.

UNITED PRESS INTERNATIONAL PHOTO

TEACHER OF THE FUTURE

Electro-mechanical tutor tests student nurse, offers congratulations for right answer, gives information to correct wrong answer, makes lesson assignments, explains errors.

tomorrow's selling is here today

in the LANCASTER / HARRISBURG / YORK market

WGAL-TV

This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

with a one-twelfth order, got six commercials each. NBC-TV continued its coverage through the *Today* program (7:30-9 a.m.), making a total of 13½ hours of continuous coverage. NBC News rounded out its election story with a special broadcast that began at 12:45 p.m. Wednesday and ended at 2:11 p.m. It included full remarks of Herbert Klein, press secretary for Vice President Nixon, conceding the election to Sen. Kennedy. It also included the President-elect's acceptance remarks in a remote broadcast from Hyannis Port, Mass.

The RCA 501 was the only computer used by the networks that did not project a Nixon victory (see separate story). One of NBC co-anchorman David Brinkley's quips during the night concerned the RCA 501: "We have just given our electronic brain its two-o'clock feeding of warm election returns."

NBC Radio's uninterrupted election coverage lasted from 7:30 p.m. to 7:30 a.m., while CBS Radio began at 7:05 p.m. and ended at 5:30 a.m. During the mid-morning hours of Nov. 9, all networks continued their vigil for later developments in the uncertain states of California, Minnesota and Illinois.

Mutual Radio led all the networks in continuous election reporting, going from 7:30 p.m. Tuesday until 12:30 p.m. Wednesday. After two hours of regular programming, Mutual resumed coverage at 3 p.m. to keep on top of the critical California situation until 5 p.m. Brief reports were also inserted in regular newscasts. Mutual's anchorman, Taylor Grant, emphasized throughout the night the necessity of being cautious in analyzing returns, trends and in deciding on the victor—whom Mutual didn't name until confirmation of the Minnesota vote to Sen. Kennedy at noon Wednesday. Mr. Grant said the influence of the broadcast debates between the candidates was made clear in the split ballot situation that developed in many states, where, for example, voters crossed party lines to vote for Sen. Kennedy, but at the same time voted for a Republican governor or congressman. Mutual's sponsor for the network half of the coverage was Oasis cigarettes, which had a total of 80 half-minute and minute commercials.

A fine point in political terminolgy was brought out by Mutual on Wednesday. MBS newsmen were instructed to call Sen. John F. Kennedy the President-designate until on or after Dec. 19, when electors of the electoral college meet in their respective state capitals. Only after they formally cast their vote will they be making the man they represent the President-elect. It's all in the Constitution, Norman Baer, MBS news director, points out.

Will computers replace Huntley-Brinkley in '64?

All three television networks kept electronic computers whirring, stirring and forecasting throughout election night. Just about the only things they didn't predict were how long it would take to find out who won—and which forecast would prove most accurate.

Viewers interested more in the odds than what the final margin would be or when the outcome would be known could have turned off their sets at 7 p.m. with the assurance that the chances were 10 to 1—for Vice President Nixon. If they had returned to their sets for a quick check two or three hours later they might have been surprised to hear that things had turned around quite a bit and that, at the same moment, Sen. Kennedy was now favored by (a) 5 to 1, and (b) 332.2 to 1. Before they could have put any money down at either price, however, the

ARB

TOP 10 NETWORK PROGRAMS
Tv report for September

Rank		Ratings
1.	Miss America Pageant	56.5
2.	Wagon Train	34.2
3.	77 Sunset Strip	33.6
4.	Ed Sullivan	29.8
5.	I've Got a Secret	29.2
6.	Price is Right	29.1
7.	Real McCoys	28.9
7.	What's My Line?	28.9
9.	Have Gun, Will Travel	28.3
10.	Perry Mason	28.2

Rank		No. viewers (000)
1.	Miss America Pageant	55,603
2.	Wagon Train	36,290
3.	77 Sunset Strip	32,890
4.	Ed Sullivan	30,910
5.	Have Gun, Will Travel	28,910
6.	Perry Mason	27,975
7.	Real McCoys	27,850
8.	Dennis the Menace	26,520
9.	Price is Right	26,180
10.	I've Got a Secret	25,200

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NIELSEN

TOP 10 NETWORK PROGRAMS
Tv report for two weeks ending
Oct. 16, 1960

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	World Series (Sun.)	48.6	21,967
2.	World Series (Sat.)	44.0	19,888
3.	Wagon Train	41.5	18,758
4.	Gunsmoke	39.7	17,944
5.	Bob Hope Show	37.7	17,040
6.	World Series (M.-F.)	36.0	16,272
7.	Have Gun, Will Travel	34.9	15,775
8.	Untouchables	32.6	14,735
9.	77 Sunset Strip	30.9	13,967
10.	Checkmate	30.8	13,922

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Gunsmoke	37.0	16,724
2.	Wagon Train	34.1	15,413
3.	Have Gun, Will Travel	32.5	14,690
4.	World Series (Sun.)	31.2	14,102
5.	Bob Hope Show	29.8	13,470
6.	Untouchables	27.2	12,294
7.	Price is Right	26.7	12,068
8.	World Series (Sat.)	26.5	11,978
9.	77 Sunset Strip	25.7	11,616
10.	Real McCoys	25.5	11,526

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

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Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Checkmate (CBS-164): Brown & Williamson, (Bates), Lever (K&E), Kimberly-Clark (FCB), Sat. 8:30-9:30 p.m.

Dennis the Mennace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7.30-8 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Bob Hope Show (NBC-169): Buick (M-E), Mon., Oct. 3, 8:30-9:30 p.m.

I've Got a Secret (CBS-197): R. J. Reynolds (Esty), Bristol-Myers (DCSS), Wed. 9:30-10 p.m.

Miss America Pageant (CBS-174): Philco (BBDO), Oldsmobile (Brother), Toni (North), Sat., Sept. 10, 10 p.m.-12 midnight.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Drackett (Y&R), H. C. Moores (B&B), Philip Morris (B&B), Sterling Drug (DFS), Sat. 7:30-8:30 p.m.

Price Is Right (NBC-180): Lever (BBDO), Wed. 8:30-9 p.m.

Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham Products (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

What's My Line (CBS-147): Sunbeam (Perrin-Paus), Kellogg (Burnett), Sun. 10:30-11 p.m.

World Series (NBC-209): Gillette (Maxon), Wed., Thur., Sat., Oct. 5, 6, 8, 1 p.m. to conclusion, Sun. Oct. 9, 2 p.m. to concl., Mon., Wed., Thur., Oct. 10, 12, 13, 1 p.m. to conclusion.

odds moved to 250 to 1, then to 100 to 1, 90 to 1, 6½ to 1 and then to 333 to 1,

According to logs kept by Radio Tv Reports Inc., a monitoring organization retained by RCA for an election night study, a viewer could have gone to bed at 10:33 p.m., 1:22, 3:14, 5:46, 6:29 or 7:02 a.m. (EST) having just been assured—in each case—that the odds for Mr. Kennedy were 333 to 1. If he had trouble with his shoe laces and was delayed a few minutes, however—getting to bed at 10:40, 11:02, 11:45 or 12:11, for example—he could have carried with him the equally firm assurance that the odds were 331 to 1, 90 to 1, 6½ to 1 or 100 to 1.

During one 64-minute span early in the evening, from 8:14 to 9:18 (EST), viewers with quick wrists could have learned that the odds favoring Sen. Kennedy were (in chronological order) 11 to 5, 6:3 to 1, 3 to 1, 7 to 5, 22 to 1, 49 to 1, 22 to 1 and 15 to 1, depending on which network they were watching at which moment.

As it turned out, the weight of the odds didn't matter—after momentary lapses very early in the evening they ran uniformly and, as bookmakers regard such things, heavily in favor of Sen. Kennedy. Moreover the predictions regarding the final votes, popular and electoral, never fluctuated widely despite the erratic variations of the odds.

Nixon Predictions ▪ Feeding the first smattering of returns into their computers, both ABC (using a Univac computer) and CBS (IBM 7090) reported early projections of victory for Mr. Nixon. At 7 p.m. ABC said, but with some qualifications, the odds favored the Vice President 10 to 1. Less than a half-hour later CBS said the trend at that point indicated Mr. Nixon would be elected and might get a whopping 459 electoral votes, although CBS noted that its projection was based on "completely inadequate information." At 8:14 the CBS computer got on the winning side, reporting odds 11 to 5 favoring Sen. Kennedy. At 8:44 ABC reported the odds at 7 to 5 favoring Mr. Kennedy.

NBC, using an RCA 501 computer, withheld its first projection until 8:23 p.m., at which time it reported the odds as 6.3 to 1 favoring Sen. Kennedy and projected his popular vote to 51.1% and Mr. Nixon's to 48.9%.

The first electoral-vote projections which put Sen. Kennedy over the required 269 were as follows, according to the radio-tv reports log:

8:14 p.m.—CBS: Sen. Kennedy 297; Mr. Nixon 240. (Popular vote projection: Sen. Kennedy 51%, Mr. Nixon 49%.)

9:03 p.m.—NBC: Sen. Kennedy 349; Mr. Nixon 188. (Popular vote: Sen. Kennedy 51.4%, Mr. Nixon 48.6%.)

10:33 p.m.—ABC: Sen. Kennedy to have more than 307 electoral votes. (No popular vote projection at that time.)

Which of these "first" forecasts came closest to being right? With or without electronic brains, the tally-keepers still couldn't tell two days later. They were still splitting decimals and waiting for final returns. Sen. Kennedy was ahead by less than one-half of one percent of the popular vote and the electoral count stood at 300 for him, 185 for Mr. Nixon and 52 still undecided.

FCC makes last minute rulings on Sec. 315

The *American Forum of the Air* is not a news program, the FCC stated last week, and is not exempt from the equal time provisions of Sec. 315.

This decision stemmed from a complaint lodged against WBZ-TV Boston by Herbert W. Hill, the New Hampshire Democratic candidate for the Senate running against Sen. Styles Bridges (R-N. H.). Mr. Hill complained to the commission through Sen. Ralph W. Yarborough's election watchdog subcommittee concerning Sen. Bridges' appearance on the *American Forum* show.

In his complaint, Mr. Hill charged that WBZ-TV had informed him, following a query, that the station considered the program exempt from Sec. 315 equal time provisions and offered him 15 minutes of free time on Oct. 12. However, asserted Mr. Hill, the station also gave Sen. Bridges another 15 minutes of free time on Oct. 19.

WBZ-TV, according to Mr. Hill, reaches two-thirds of the homes in New Hampshire.

Mr. Hill's complaint to the Yarborough committee was forwarded to the commission for review. Last week, the commission said that it did not consider the *American Forum of the Air* exempt from the Sec. 315 equal time provisions.

Vermont Hook-up ▪ The commission also acted last week on a complaint from the Democratic campaign headquarters in Burlington, Vt. The complaint charged that WCAX-TV Burlington refused its services, facilities and cooperation for a proposed visit to Burlington by Sen. Kennedy. The station, with several Vermont radio stations connected to its microphone, had broadcast an earlier local speech by Vice President Nixon.

The complaint stated that the station was not cooperative in obtaining the same radio connections for Sen. Kennedy's speech. WCAX told the commission that it had made all of its own services available for the Democratic candidate's appearance, but that it could not be responsible for other stations in the area.

The commission told the Burlington Democratic campaign headquarters that WCAX did not refuse its services, that it had taken care to provide equal opportunities for the use of its facilities. "No further action is warranted," the commission said, since WCAX could not be held responsible for soliciting other stations to connect with it for the broadcast.

A challenge to the FCC's primacy in ruling on the equal time provisions of Sec. 315 of the Communications Act was successfully turned back last week by educational WGBH-TV Boston in the U.S. District Court in Boston.

The educational tv station had been attacked by David Franklin, a write-in candidate for election to Congress from Massachusett's Fifth Congressional District. He claimed the station failed to afford him equal time on a news interview program on which had appeared his Democratic and Republican opponents. The news interview programs had been scheduled by WGBH-TV early in the campaign and had consisted of interviews with representatives of Mr. Kennedy and Mr. Nixon, Massachusetts candidates for the U.S. Senate, governor, attorney general, secretary of state and for Congress in five congressional districts.

Last Monday's argument was heard on a WGBH-TV motion to dismiss the complaint because Mr. Franklin had not first asked the FCC for relief. This was granted by federal district Judge Francis Ford. Washington attorney Ernest W. Jennes represented WGBH.

Four broadcasters won't be in the new Congress

Four members of Congress associated with broadcasting will be missing from the 87th Congress lineup next year as a result of last week's elections.

Sen. Lyndon B. Johnson (D-Tex.), Senate majority leader whose wife Claudia T. (Lady Bird) Johnson is board chairman and controlling stockholder of KTBC-AM-TV Austin and KRGV-AM-TV Weslaco, both Texas, will resign his Senate seat in January to assume the vice presidency, the nation's second highest office.

Sen. Joseph C. O'Mahoney (D-Wyo.), whose wife Agnes V. O'Mahoney owns minority stockholdings in Cheyenne Newspapers, which in turn owns stock in KFBC-AM-TV Cheyenne and satellite KSTF (TV) Scottsbluff, Neb., did not seek re-election this year.

Rep. Alvin M. Bentley (R-Mich.), president and one-third owner of WKNX-AM-TV Saginaw, Mich., which also is permittee for ch. 9 at Alpena, Mich., did not seek re-election to the House. He ran for the Senate but lost to incumbent Sen. Pat McNamara (D-

Music? Make mine Cha-Cha-Cha . . . TCHAIKOVSKY!

As long as people are human they will continue to change their minds, their interests, their needs and tastes. And from this gem of wisdom we've arrived at the conclusion that the radio station that stays in tune with the times is bound to get the lion's share of the listeners' time. Right now there is a keen desire for enlightenment. In keeping pace with this trend, WJR emphasizes enlightening programs. The audience response has been overwhelming.

For example: a large group of housewives formed the "Don't Call Between 10 A.M. and 11 A.M." Club. That's when WJR's "Adventures in Good Music" is on the air. Cha-Cha-Cha-inclined listeners have not been abandoned, but good music and its equivalent in informative programs are receiving more and more time. Our listeners demand a finer grade of entertainment and they get it. We never could buy that ridiculous "12-year-old mentality" bit. If you don't either, call your Henry I. Christal representative and see what WJR . . . the station that's in tune with the times . . . can do for you in this enlightened area.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Fine Arts programming is a part of complete range programming—something for everyone.

Mich.) for the latter's seat in the upper chamber.

Rep. Dean P. Taylor (R-N.Y.), minority stockholder in Capital Cities Tv Corp., did not seek re-election. Capital Cities includes WPRO-AM-FM-TV Providence, R. I.; WROW-AM-FM and WTEN (TV) Albany and WCDB (TV) Hagaman, all New York; WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C.

Republican Donald C. Bruce, business manager of WIRE Indianapolis, was elected Congressman from Indiana's 11th district, unseating Democrat Joseph W. Barr. Mr. Bruce has been in broadcasting 19 years, holding the positions of program director, business manager and general manager. He joined WIRE in 1948 as a news commentator, was elevated to program director in 1957 and became business manager last year.

Salinger, Landis named in first Kennedy moves

President-elect John F. Kennedy last week said he will carry Pierre Salinger with him into the White House as his official presidential news secretary. In his first White House appointments, he also named Andrew Hatcher, a Negro and California state labor department official on leave, as associate news secretary.

Sen. Kennedy also disclosed he has asked James M. Landis, New York attorney who represented Skiatron Electronics & Tv Corp. in pay tv proceedings before the FCC, to make a study of federal agencies, including the FCC, and report his findings by Dec. 15. Mr. Landis is a former dean of the Harvard Law School and former chairman of the Civil Aeronautics Board and Securities & Exchange Commission.

What the politicans paid for television programs

The political parties placed an estimated gross time billing of $2,698,191 on the television networks during the national campaign. This does not include various pre-emptions or out-of-pocket expenses payment for which the parties are responsible. The $2.7 million, however, also is subject to future revisions (stations failing to clear on network line ups or overestimated production charges). Billing and payment of political time are in advance, with rebates made as indicated in revisions.

This is how the Democrats and Republicans split in time and in charges on each of the networks: ABC-TV—Republicans, 6 hours, 45 minutes ($420,650); Democrats, 2 hours ($137,650). CBS-TV—Republicans, 3 hours, 45 minutes ($772,200); Democrats, 2 hours, 25 minutes ($429,200). NBC-TV—Republicans, 3 hours, 45 minutes ($451,531); Democrats, 5 hours ($486,460). The time includes all network programs paid for by the parties including the 5-minute format.

The biggest chunk of time was Vice President Nixon's 2-6 p.m. telethon Nov. 7 on ABC-TV (estimated at some $160,000). Also on ABC-TV that day: a Democratic purchase of 6-6:30 p.m. featuring Sen. Kennedy and an election eve half-hour telecast by the Republicans (Mr. Nixon, Mr. Lodge and President Eisenhower) at 11 p.m. Election eve on CBS-TV featured the GOP half hour followed by the 11-11:30 Democratic rally (Sen. Kennedy in Boston) telecast. CBS-TV also fed stations a 15-minute telecast featuring the Democratic candidate at 6:30-6:45 p.m. if they could clear the time then, if not in a period close to it. NBC-TV telecast Sen. Kennedy's 15-minute answer to the Nixon telethon at 7 p.m., followed with a Republican telecast (taped repeat of the CBS-TV program) at 11 o'clock.

An expensive purchase by the GOP on Sunday (Nov. 6) was its preemption of *GE Theatre* at 9 p.m. on CBS-TV. That program cost the Republicans an estimated $130,000 including repayment of out-of-pocket expenses.

Variations exist in preemption costs charged to political parties. Costs usually are kept to a minimum by the advertiser extending the run of the new programs and cancelling one repeat. This means in effect that the preempted period is placed on the books as one which would have had a repeat show. In some cases—as in the *GE Theatre* program preemption—the time element interfered and out-of-pocket expenses had to be absorbed by the political party buying the period.

BROADCAST ADVERTISING

Shulton Inc. does a repeat performance

SETS UP ANOTHER 'FOURTH NETWORK' FOR SPECIAL HOLIDAY SERIES

Shulton Inc., encouraged by its success in sponsoring *Race For Space* on 105 television stations after being turned down by the three networks, is going ahead with bigger plans in national spot programming.

A five-part, half-hour *Shulton Holiday Playhouse* will go on the air on 97 stations in prime time beginning Friday, Nov. 18, and continuing between the Thanksgiving and Christmas seasons. The big time-clearing job was handled by the toiletry manufacturer's agency, Wesley Assoc., New York, which is busy now with more ambitious plans for next year. What Shulton has in mind for later is seven hour-long specials, but it is still too early to tell more.

The five half-hours of the *Shulton Holiday Playhouse* are unshown program pilots from the shelves of Desilu, Bernard Shubert Inc. and Cy Howard. They star Lloyd Nolan, Eddie Hodges, Gregory Ratoff, Sam Levene, Margaret O'Brien, Chuck Connors and others. In addition to this phase of holiday advertising for Old Spice men's and Desert Flower women's products, there will be spot radio schedules in major markets three weeks prior to Christmas and tv announcements between the two holidays. The advertising campaign, announced by Frank N. Carpenter, vice president of Shulton, includes stepped up schedules in all media to support the five tv shows.

Clearing Affiliates ▪ All stations in the *Playhouse* lineup are network affiliates except WPIX (TV) New York, KTTV (TV) Los Angeles and WGN-TV Chicago. All are big markets outlets. Charles Amory, vice president of Wesley Assoc., visited nearly half of them personally to contract for the time. Working with a number of assistants, he said the job was five times as complicated as last spring's *Race For Space*, when Shulton and Wesley worked out the prime-time "fourth network" plan (BROADCASTING, March 28 *et seq.*). The space show cost Shulton around $300,000, it was reported then, including $92,000 for time. Shulton doesn't want to say what it is paying for the *Playhouse*, but one item that runs up the bill is buying separate prints for nearly simultaneous showing in each market.

Unlike *Race For Space*, the *Shulton Holiday Playhouse* contracts include no re-run deals. Last spring stations got one-time rates for *Race* and then could have replay rights in exchange for commercial announcements. For this season's five shows Shulton is paying whatever ratecards specify, Mr. Amory said, and is getting promotional support by the stations.

Publicity resulting from the space

During the Spanish-American war, it was vitally important that President McKinley dispatch a message to Garcia, the Cuban revolutionist. Today, 61 years later, it's still a mystery how the American courier, traveling on foot through hostile, unknown country, delivered the message. There's no mystery about the way Balaban stations get your message through. Alert, lively programming and interesting personalities make Balaban the message-bringer of 1960. The word on your product or your service gets through to prospective buyers and sells consistently day after day, week after week with the Balaban stations ..... couriers par excellence.

A MESSAGE TO GARCIA

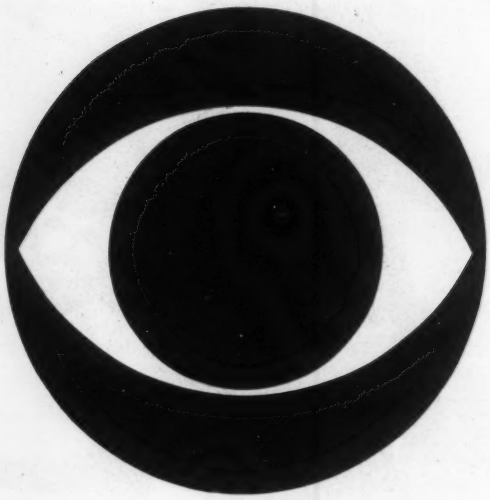
THE BALABAN STATIONS *in tempo with the times*

JOHN F. BOX, Jr., Managing Director

WIL-ST. LOUIS WRIT-MILWAUKEE/KBOX-DALLAS

Sold Nationally by Robert E. Eastman & Co., Inc. Sold Nationally by the Katz Agency

Irresistible force...



New York audiences are irresistibly drawn to the programs they see on Channel 2. The inevitable outcome: day and night, month-in and month-out, WCBS-TV remains *firmly fixed in the number one spot.*

The first weeks of the new television season prove the point all over again! In a seven-station market, Channel 2 chalks up an over-all 32.4% share of audience, *34% larger* than the second station, *113% larger* than

Immovable object!

the third and *14% larger* than all the other stations *combined;* 18 of the top 25 *daytime* shows and 20 of the top 25 *nighttime* shows; *more* top-rated news, public affairs programming, feature film shows, westerns, variety, dramas, situation comedies than any other station. *Source: Arbitron, Oct. 2-22*

Beyond question, the New York television picture remains the same. In the nation's largest market, the largest audiences stay tuned to...

REPRESENTED BY CBS TELEVISION SPOT SALES · CBS OWNED WCBS-TV

Frank N. Carpenter, vice president of Shulton and one who created the "Race For Space" prime-time lineup last spring, shows Eddie Hodges, star of one show in the "Shulton Holiday Playhouse," an upcoming cover story in the "New York Journal-American" tv section.

documentary resulted in 300 million free editorial consumer impressions in different media, Shulton said, including front-page, editorial-page, column and other coverage in New York newspapers and papers across the country. The sponsor had tried to place the David Wolper production on all networks and was turned down by all, who said it was policy to produce their own news and public affairs programming. It was then that Shulton and Wesley set about fitting together their own "custom-tailored" lineup of stations.

Shulton is on the networks from time to time and cites as some of its tv "firsts" through the years a Victor Borge special, the Rogers & Hammerstein "Cinderella" musical and others. Two of the manufacturer's other products, Good Aire and Bridgeport Insecticide, have used ABC-TV daytime programs and the NBC-TV *Jack Paar Show* this year, also placed by Wesley.

THE UPS AND DOWNS OF RATE CARDS

Ohio broadcasters hear agency complaints and suggestions

The problem of deciphering station rate cards to assure a fair buy for the national advertiser was put before Ohio broadcasters by several agency spokesmen last weekend. Appearing before the Ohio Assn. of Broadcasters fall convention in Columbus Nov. 3-4 were Harvey Mann, media manager at H. W. Kastor & Sons, Chicago and Ruth Leach, associate group supervisor, McCann-Erickson, Chicago.

Ruth Leach, associate group supervisor at McCann-Erickson, Chicago, told OAB that while the idea of a single rate card can't be done over night, it should receive serious consideration from broadcasters. It hardly seems fair, she pointed out, that a national advertiser should pay a higher rate than a local client. In some instances, she pointed out, a national advertiser and its agency have been known to seek out a market with a test campaign and face a higher freight, only to get a lower one because a third or fourth rated station in that market was willing to reduce its rates to get the business.

But in the end, she suggested, the responsibility for defining the single rate in terms of national, regional and local advertisers and, of course, the term "retail" must inevitably fall on the broadcaster. She led a discussion of the problems of radio rate cards.

Harvey Mann, media manager at H. W. Kastor & Sons Adv., Chicago, claimed that perhaps the most important aspect of current rate structures lies in "the inequalitities of charging equal rates for unequal audiences." The problem "needs primary consideration and begs for an early solution," he asserted.

Mr. Mann cited certain major problems faced by clients and agencies in any decision to use broadcast media. An agency must be able to tell the client's field men "what depth of exposure we will have in a market as local merchandising and promotion is correlated to our planned advertising weight." He told OAB delegates, "If we cannot guarantee or at least approximately anticipate audience, how can we successfully coordinate a total sales effort?"

He also singled out a "mushrooming trend" in tv in which, under certain circumstances, announcements are offered with pre-emptible provisions. Thus, at no time, Mr. Mann claimed, does an advertiser know where his message is being exposed or is he able to determine his total audience.

An agency today is asked nearly every day to approve announcement schedules "where the cost per thousand fluctuates with differences in cost per thousand, ranging all the way up to 300%," he reported, citing certain examples in network tv.

In order to advance the objective of equal audience for equal charges, Mr. Mann suggested, programming responsibility would have to rest solely with network and station management and a universally accepted rating service would have to be evolved.

Mr. Mann recommended a "summit meeting" of various industry groups for the purpose of setting standards that a rating service would utilize and that the industry would adopt.

Selling, buying tv ideas on TvB agenda

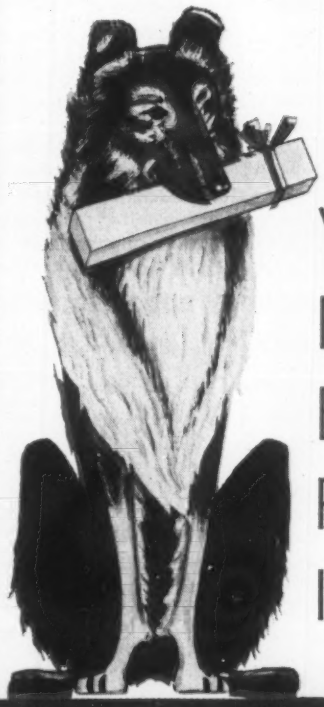
Ways to sell television and ways to make it easier to buy—along with some case-history support for both objectives—will be spelled out this week in a series of speeches at the sixth annual meeting of the Television Bureau of Advertising. The meeting will be held Thursday and Friday at the Waldorf-Astoria in New York.

A new major sales presentation by TvB, "The Progress of Discontent," also will be shown for the first time at a breakfast meeting for some 2,000 agency and advertiser executives and TvB members preceding the Friday morning business session. Leslie B. Worthington, president of U.S. Steel, will discuss "Diagnosis: Economic Myopia," at the Friday luncheon.

The opening meeting, at 2:30 Thursday afternoon, will hear Dwight Shirey, president of Patterson Fletcher, specialty store in Fort Wayne, Ind., submit a long-awaited report on his store's use of television in a "laboratory" test conducted in cooperation with TvB.

Other Thursday afternoon speakers will include Thomas A. Wright Jr., vice president of Leo Burnett Co., on billing discrepancies; Harry McMahan, television advertising consultant, on "A New Approach to Selling the Potential

IN JOPLIN, MISSOURI



YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

KODE-TV

A SHOPPER TOPPER STATION

CHANNEL 12

IN JOPLIN:
D. T. Knight — MAyfair 3-7260
IN NEW YORK:
Lee Gaynor — OXford 7-0306
Represented Nationally:
Avery-Knodel, Inc.

Want increased sales in this rich industrial and agricultural Four State Market? Then count on KODE-TV — 28% taller and 29% more powerful than the nearest competition to deliver the goods. Ford Motor, General Electric, Maxwell House, Macy's Dept. Store, Tastemark Dairies, Local Chevrolet Dealers, Duncan Hines Cake Mix, Bunny Bread, Procter & Gamble and Falstaff Brewery are just a few of the national and local advertisers who buy KODE-TV to tell and sell 152,000 TV homes who spend over 750,000 MILLION DOLLARS ANNUALLY.

Member The FRIENDLY Group — John J. Laux, Exec. Vice-President

WSTV-TV

CHANNEL 9

STEUBENVILLE-WHEELING

KODE-TV

CHANNEL 12

JOPLIN, MISSOURI

WRGP-TV

CHANNEL 3

CHATTANOOGA, TENNESSEE

WRDW-TV

CHANNEL 12

AUGUSTA, GEORGIA

WBOY-TV

CHANNEL 12

CLARKSBURG, WEST VIRGINIA

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE FURNITURE, HOUSEWARES & APPLIANCES ARE SOLD ON LONG ISLAND THAN IN NEWARK AND NEW HAVEN... PUT TOGETHER!

$140,682,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Daytime Audience than any other Network or Independent Station! (Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

of the Medium"; Eugene Accas, vice president of Grey Adv., on "What Stations Can Do to Help an Agency in Buying More Television Time," and E. B. Brogan, advertising manager of American Motors, on television's impact in the automotive field.

Otto P. Brandt of KING-TV Seattle, TvB board chairman, and Norman E. Cash, president of the bureau, will preside over the afternoon session, which will be followed by cocktails, a reception and a special tv tape demonstration at TvB's new headquarters, 1 Rockefeller Plaza.

After the breakfast meeting and presentation Friday morning in the Waldorf's grand ballroom, officers' reports will be submitted and Terry H. Lee, vice president and managing director of WAGA-TV Atlanta, will discuss "Editorializing and Sales Influence." Six new board members will be elected in the closing business session Friday afternoon. The six whose terms expire this year are Mr. Brandt; Alexander W. Dannenbaum Jr., Westinghouse Broadcasting; Donald Dwight Davis, KMBC-TV Kansas City; Payson Hall, Meredith Pub. Co.; A. Louis Read, WDSU-TV New Orleans, and Robert Tincher, WHTN-TV Huntington, W.Va.

The new presentation, "Progress of Discontent," shows how public discontent with existing products and ways of doing things leads to new products and services, and points up advertising's role in finding and exploiting this discontent.

Heineman agency merges with Kastor, Hilton

Personnel and accounts of Heineman, Kleinfeld, Shaw & Joseph Inc., New York, will be merged with Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York, effective Dec. 1. The merger was announced Thursday (Nov. 10) by the principals of both advertising agencies. Mort Heineman, president of HKS&J, will be a senior vice president, member of the management committee and serve on the plans board of the Kastor, Hilton Company.

Founded in 1934, and originally known as Franklin Bruck Adv. Corp., the Heineman agency's major clients include E. Regensburg & Sons (Admiration cigars), Roosevelt Raceway, Antoine de Paris cosmetics and Lane Bryant Inc. (Over Five-Seven shops). Active accounts in the direct selling field include Fashion Frocks Inc., Cort Cosmetics Inc., Signet Club Plan and Charles Chester Shoe Co. Key Heineman executives and personnel will assume comparable positions with KHCC&A, the announcement stated.

Agency appointments...

▪ All of the advertising money of the First Bank Stock Corp. literally will be deposited on Jan. 1, 1961, with a single advertising agency—at BBDO in Minneapolis-St. Paul. First Bank Stock Corp. includes a number of banking institutions in the Ninth Federal Reserve District. The principal institutions are the First National Bank of Minneapolis, formerly handled by Olmsted & Foley, that city, and the First National Bank of St. Paul, previously serviced by Erwin Wasey, Ruthrauff & Ryan in that area. Also coming under the BBDO wing: 16 other affiliates in the Twin City area as well as 70 additional banks in the district which make up the First Service Corp. (no previous agency).

▪ Banner Tire Co., Chicago, appoints M. M. Fisher Assoc., that city, to handle its account. A heavy schedule of radio, including sports coverage, will be used.

▪ Western Pine Assn., Portland, Ore., said to be the nation's largest lumber manufacturing organization, appoints McCann-Erickson to handle its entire advertising and public relations program effective Jan. 1, 1961. R. A.

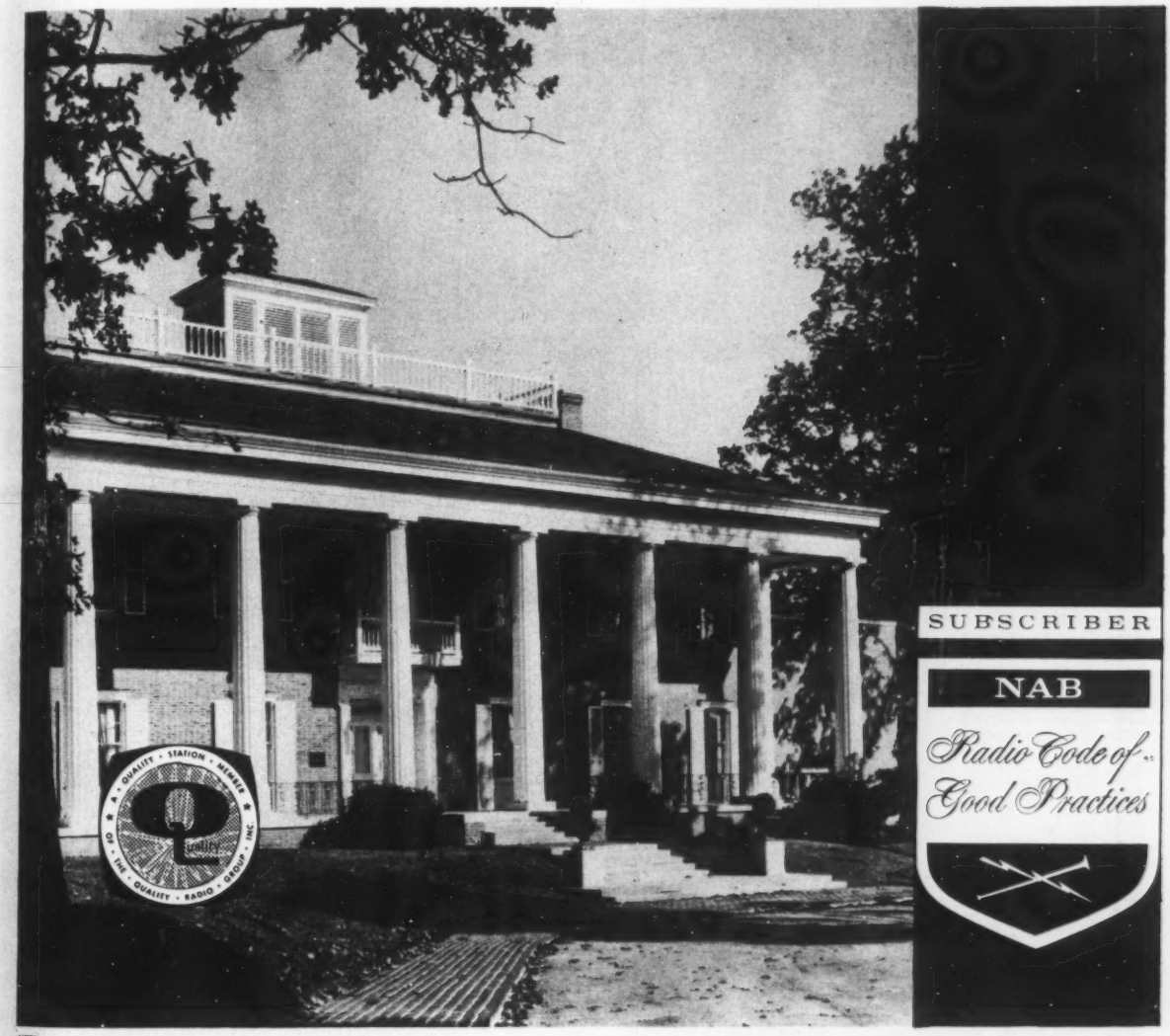
ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Nov. 3-9 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Nov. 3	**Untouchables** (9:30 p.m.)	ABC-TV	29.4
Fri., Nov. 4	**77 Sunset Strip** (9 p.m.)	ABC-TV	24.0
Sat., Nov. 5	**Perry Mason** (7:30 p.m.)	CBS-TV	21.9
Sun., Nov. 6	**Candid Camera** (10 p.m.)	CBS-TV	28.2
Mon., Nov. 7	**Danny Thomas** (9 p.m.)	CBS-TV	27.7
Tue., Nov. 8	***Election coverage** (8:30 p.m.)	all networks	60.5
	†**Rifleman** (8 p.m.)	ABC-TV	16.9
Wed., Nov. 9	**Wagon Train** (7:30 p.m.)	NBC-TV	27.7

*Rating is for highest half-hour period during election result coverage.
†Highest half-hour rating for programming other than election coverage.
Copyright 1960 American Research Bureau

Acceptance of **WSB radio proves**...a radio station **CAN** please its audience, serve the community, satisfy sponsors and still maintain dominance in its market!



"WHITE COLUMNS," *The home of WSB radio, Atlanta*

For 38 years WSB Radio has been the overwhelming favorite of Georgia listeners. The latest Nielsen Station Index (July-August) for Atlanta shows WSB led in 213 of 216 rated quarter-hours. This is a direct result of WSB's imaginative programming devoted to the public interest. Melodic tunes and fanciful games are combined with coverage of community activities and programs devoted to farming, religion and news. Get the most out of your promotional dollars in Atlanta by advertising on WSB Radio. A member of the Quality Radio Group, Inc.

WSB radio

"The Voice of the South"

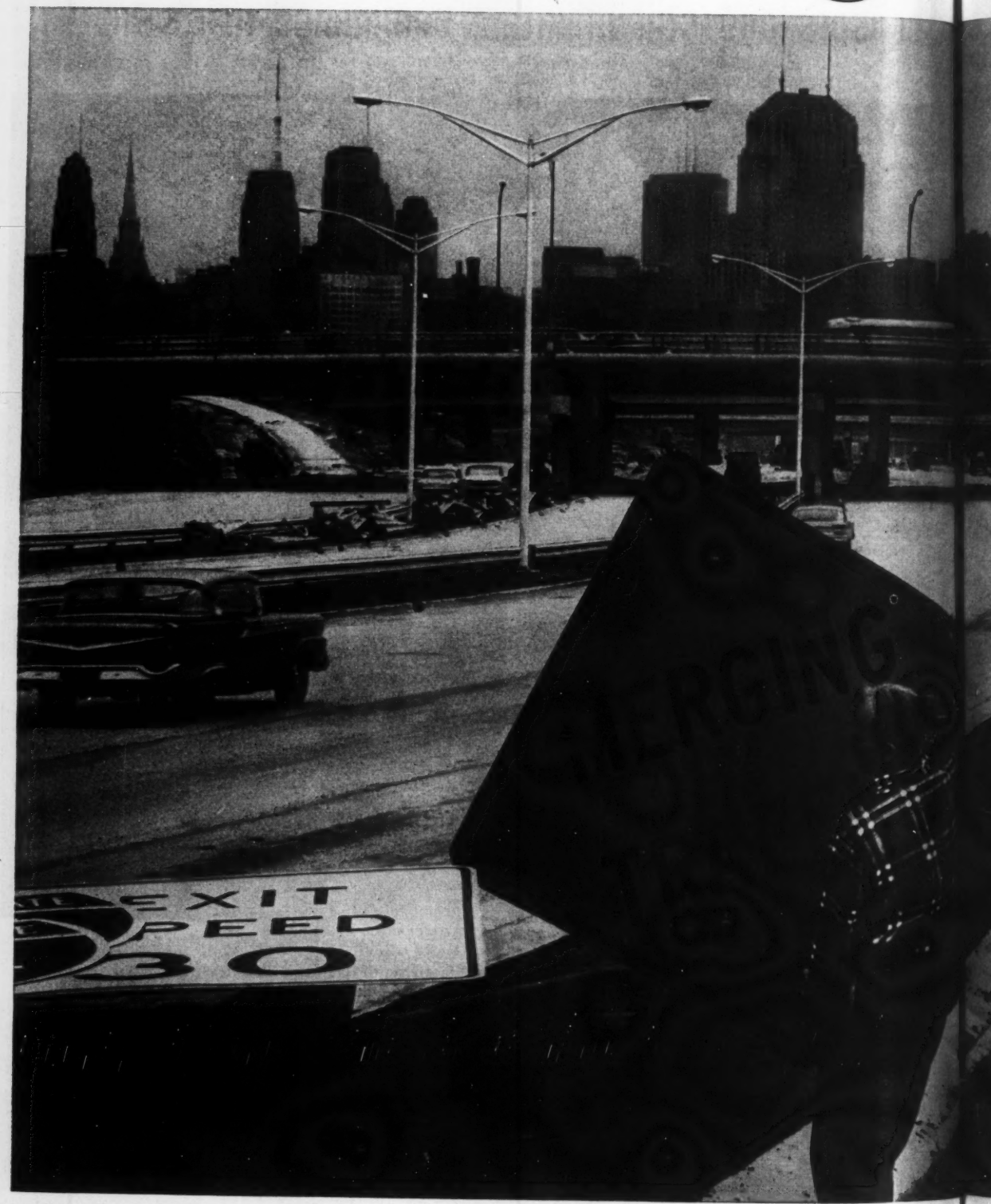
ATLANTA

Represented by

Edward Petry & Co. Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

In Chicago



...**the Northwest Expressway** brings the world's busiest jet airport, O'Hare Field, within eighteen minutes of the Chicago Loop. This new link in Chicago's vast network of superhighways not only speeds airport traffic, it provides access to all interstate toll roads.

In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium.

Winner of the Alfred P. Sloan
Highway Safety Award for 1958 and 1959

WGN IS CHICAGO

Quality • Integrity • Responsibility

Brown, account executive in M-E's Portland office, will direct all agency services for the association.

▪ Hertz Rent-All, new div. of Hertz Corp. (hospital and party supplies), Chicago, appoints Needham, Louis & Brorby, N.Y., to handle its account.

▪ American Luggage Works Inc., Warren, R. I., American Tourister Luggage, appoints McCann-Marschalk Co., N. Y. The account, formerly with John C. Dowd Inc., Boston, is active in broadcast media.

Wilkins appoints Doner

Wilkins Coffee Co., Washington, D. C., last week announced appointment of W. B. Doner & Co., Baltimore, effective Dec. 1. Wilkins markets tea and decaffeinated coffee along with its regular coffee brand in the Maryland-District of Columbia-Virginia area and has been a heavy regional spot advertiser. M. Belmont Ver Standig Inc., Washington, has been handling the Wilkins account.

Television shines with polish and wax business

Makers of floor and furniture polishes and waxes had gross time billings on network and spot television in the first six months of 1960 of $10,406,922, compared with $4,049,000 in the same period of 1958 and $6,133,000 in 1959, Television Bureau Advertising said last week.

While three companies accounted for more than nine out of ten dollars spent in tv advertising two years ago, nearly a dozen wax and polish firms are making major use of the medium today, TvB notes.

S. C. Johnson, which pioneered successfully in the use of television, is still the pacesetter, the bureau said. In the first half of 1960, S. C. Johnson led with gross time billings of $4,751,055. Simoniz Co.'s $2,710,759 and American Home Products' 952,797 for Aerowax ranked second and third, respectively, according to figures from Leading National Advertisers-Broadcast Advertisers Reports.

Rep appointments...

▪ WRR Dallas: Gill-Perna Inc., N. Y.

▪ WHYN-AM-TV Springfield, Mass.: Foster & Creed, Boston, as New England rep.

▪ KPAL Palm Springs, Calif.: Torbet, Allen & Crane.

THE MEDIA

Will AFTRA, SAG call contract strike?

QUESTION HANGS HEAVY AS NEGOTIATION OUTLOOK APPEARS 'GLOOMY'

Union and management negotiators were closeted for weekend talk sessions in an effort to reach a new agreement between the American Federation of Television & Radio Artists and the Screen Actors Guild on one hand and networks and producers of commercials on the other before the deadline at midnight tomorrow (Nov. 15).

Union sources conceded that the outlook was "gloomy" for reaching a settlement by tomorrow, claiming that management negotiators, at the insistence of advertisers and agencies, were refusing stubbornly to offer even moderate increases over present AFTRA scales. Management spokesman declined to discuss the progress of discussions but acknowledged that "we are still far apart."

Officially no one would speculate whether AFTRA and SAG would call a strike. But an AFTRA official observed: "The atmosphere is much more strained that it was two years ago, when we negotiated our last contract. At that time, management at least offered increases. It was the amount and certain fringe benefits that were at stake. At the moment management even wants to take away some of the benefits we have in the present pact, such as our international replay fee on programs, under which the performer gets 45% of his fee when a program is carried throughout the world."

A complicating factor in the negotiations is that for the first time AFTRA and SAG are negotiating jointly in the area of filmed and tape commercials. In an attempt to equalize fees, the unions decided last summer on this approach and management agreed to sit down with both talent unions. AFTRA holds jurisdiction for live and tape commercials at the networks and stations, while SAG represents performers in tape and film commercials made at film studios. This circumstance has resulted in the unions' insistence on bargaining on the basis of the present AFTRA pact which has a higher fee basis; management, on the other hand, has offered counter-proposals that would raise the present SAG fees but, the unions contend, still fall short of the current AFTRA rates (BROADCASTING, Nov. 7).

Offer Criticized ▪ Management is reported to have offered modest increases over the present SAG rates but since these are from 10-15% lower than AFTRA'S current fees, the unions have termed them "highly unsatisfactory."

In turn the unions have sought to introduce a new concept in the crucial spot tv area, called the "unit system," originated by SAG, under which the population of the city in which the commercial is to be carried will be a key factor in determining the cost (BROADCASTING, Oct. 3 et seq.). Management to date has rejected the concept completely though union sources insist: "It's not the concept that actually is at stake; let's face it—it's the money."

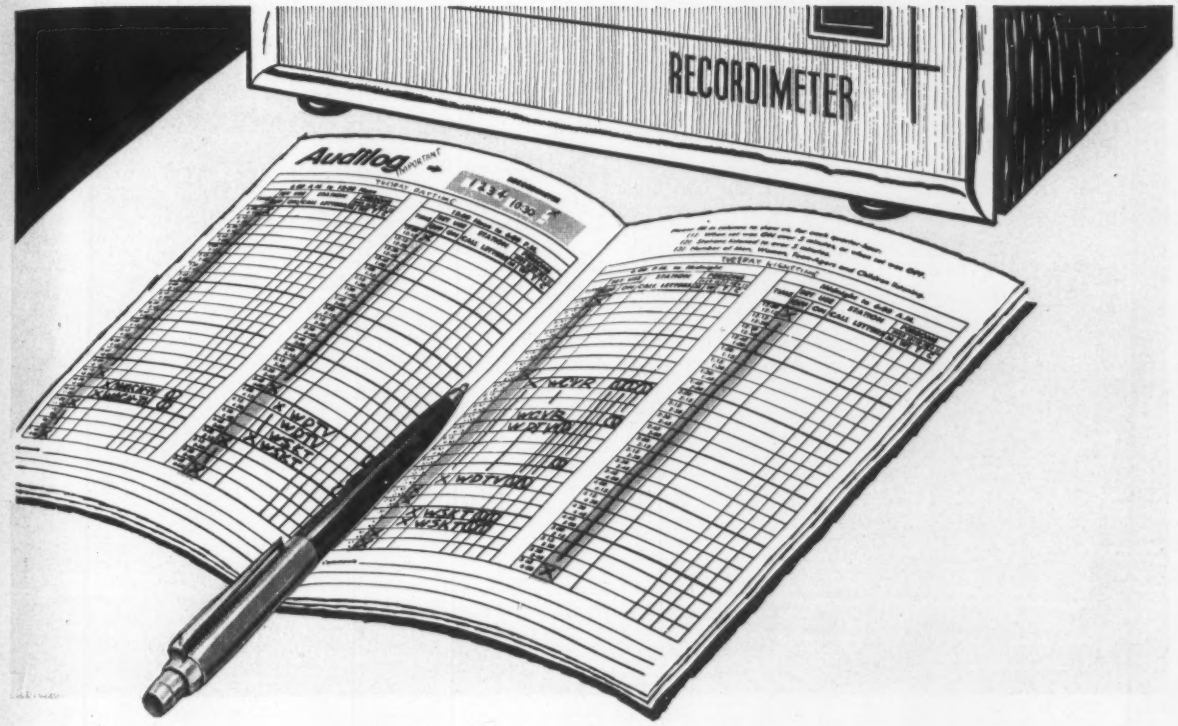
The unions initially asked for a formula that would raise national spot rates as high as 1,400%, but subsequent reductions brought their demands to about 300% above the present AFTRA fees. It is understood that the unions have made several offers that would reduce their demands even further, but management still regards them as excessive.

Management, on the other hand, still insists upon bargaining on the basis of the lower SAG rates in the spot commercial field. Union sources contend that the industry "is not bargaining in good faith" in using the SAG base as the starting point.

As is customary in national negotiating, both AFTRA and SAG have sought strike authorizations from their memberships. AFTRA held a meeting in New York last Thursday (Nov. 10) and, as expected, received a vote of confidence from its members to call a strike if necessary. Other meetings were scheduled in Chicago Friday and in Los Angeles yesterday (Nov. 13) and it was a foregone conclusion that AFTRA would receive the strike weapon. SAG started a mail referendum of its membership almost two weeks ago and a vote for strike authorization is expected.

Agency Consent ▪ SAG's contract is with the Film Producers Assn. of New York, which acts on behalf of producers of tv film and tape commercials at studios in the East. Agencies sign letters of adherence to the contract. AFTRA's contract will be with the three tv and four radio networks and covers their owned and operated stations. The pact wtih AFTRA covers live and tape commercials, live and taped programming and radio programs and transcriptions.

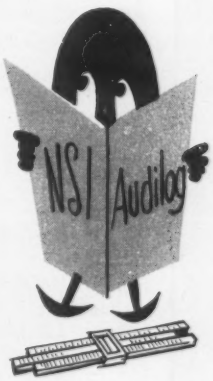
Though the national spot ("wild spot") is the principal area of contention in talks that began six weeks ago,



Nielsen Station Index gets the right information from its homes

The NSI Audilog/Recordimeter technique produces the same answers on set tuning as the accepted Audimeter method. This has been proved by simultaneous tests for both techniques in same homes.

Details on this and other studies verifying NSI data are yours for the asking. More reasons why...



NSI *is the only validated source of station audience facts available today... providing reliable information for broadcast advertising decisions*

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

NSI, Recordimeter, Audilog and Audimeter are Registered Service Marks of A. C. Nielsen Company.

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

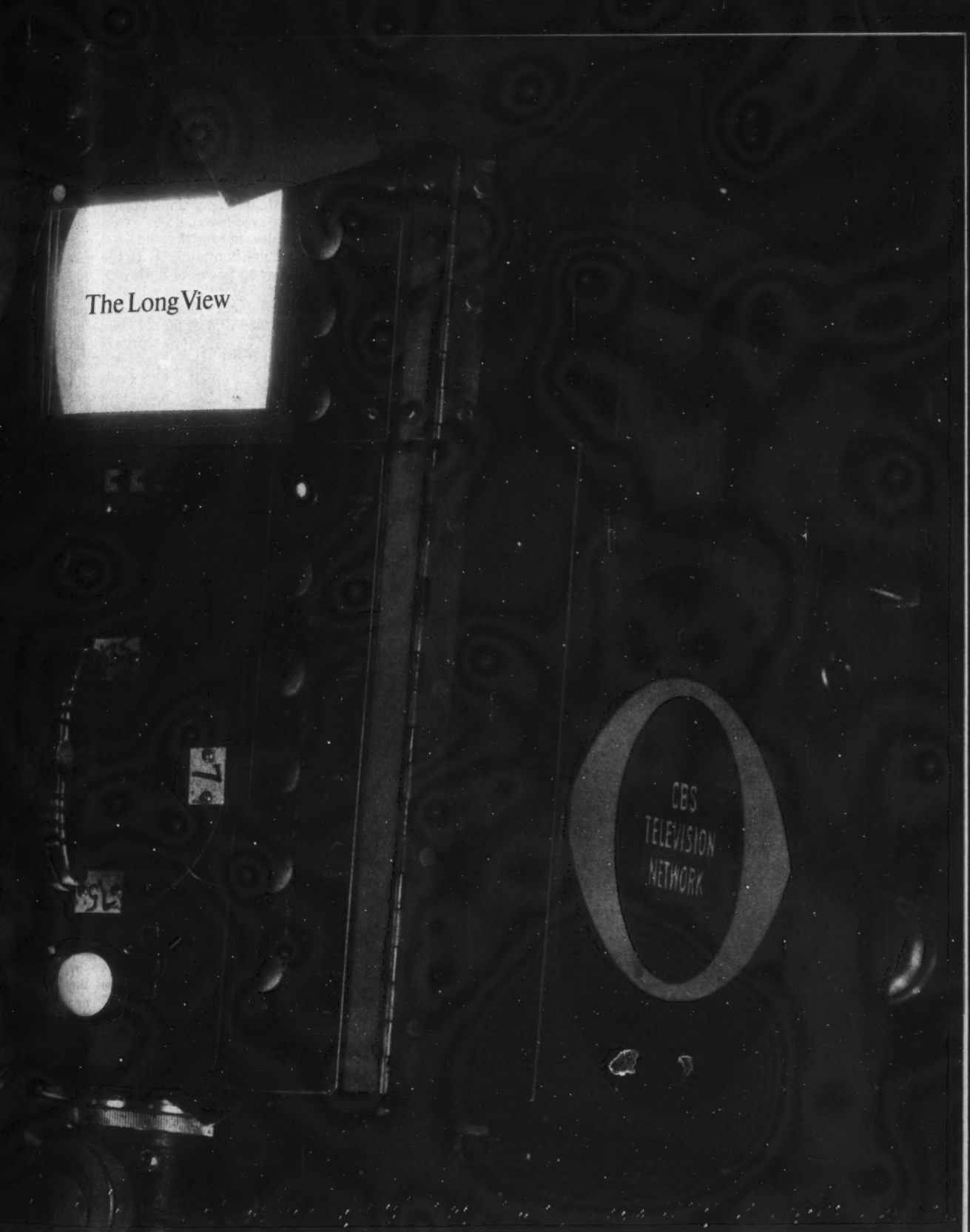
CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0947

From sign on to sign off during the past 12 months the programs that came before our cameras attracted the biggest audiences in all



2
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television . . . as they have consistently done over the past five years . . . and as they show every promise of doing throughout this season.

Source: Nielsen Television Index

The negotiators: labor's Conaway, management's Fitts

What kind of men are the respective "Mr. Negotiator" for labor and industry in the talent contract talks?

A casual visitor meeting talent's Donald F. Conaway for the first time might guess that he is a successful lawyer or an army colonel. His guess would close.

A tall, solidly-built man with a friendly but commanding manner, Mr. Conaway rose from private to lieutenant colonel during World War II and now is a full colonel in the U.S. Air Force Reserve. From 1948 to 1956 he served as an attorney with the Chicago law firm of Hensley, Monik & Murray.

Mr. Conaway

But for the past five years, as national executive secretary of the American Federation of Television & Radio Artists, Mr. Conaway has been "father confessor" to more than 16,000 performers in radio and television, including the star personalities as well as the beginners and veterans. As chief union negotiator, Mr. Conaway has maintained an arduous schedule for the past six weeks as AFTRA and SAG attempt to win a new two-year contract with networks and producers.

Mr. Conaway continues hopeful that an amicable settlement will be reached but warns: "We have never struck the networks, but there is always a first time. We think talent has been shortchanged for years, and when you think of it, talent costs are only a minute percentage of an advertiser's overall cost in a program or commercial."

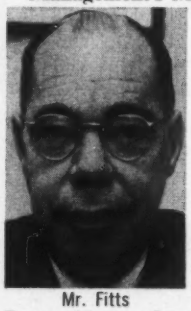
No Stereotype ▪ It is fair to say that Mr. Conaway is a distinct departure from the Samuel Gompers school of "fire-eating" labor leaders, though his dedication to the welfare of his members is unswerving. He dresses conservatively in clothing of dark hues and speaks with a cultivated baritone voice that can be gentle as well as authoritative. Mr. Conaway projects an image of solidity and, like many business executives, he commutes from New York to his home in Stamford, Conn., carrying a well-stocked attache case.

He appears typical of the growing coterie of lawyer-trained executives in the talent field, which also includes such officials as Herman Kenin of the American Federation of Musicians; Hy Faine of the American Guild of Musical Artists and John Dales and Harold Hoffman of the Screen Actors Guild. Mr. Conaway believes a background in law is highly useful in coping with the deepening complexities of broadcast-advertising contracts and contract administration.

He credits Prof. Willard Wirtz of the Northwestern U. School of Law, an authority on labor law, with whetting his interest in that field. Armed with a law degree in 1948, he joined Hensley, Monik & Murray and soon was named to handle legal activities for one client, the Brotherhood of Railroad Trainmen. In 1955 when AFTRA was combining the country to find a successor to the late George Heller, who had been a co-founder and national executive secretary of the union, Mr. Conaway's employer wrote this recommendation: "For the past seven years Don Conaway has demonstrated outstanding ability as a trial lawyer and labor negotiator and has acquired a searching knowledge of labor law." He got the job.

Mr. Conaway, 41, was born in Newton, Kan., and attended Bethel College there and the U. of Southern California for his pre-law work. He enjoys boating on Long Island Sound with his wife and son, John, 3½. His daughter, Victoria Ann, 21, is married and lives in Texas. Like many executives, Mr. Conaway complains mildly that he is "away from home too much." In the past year he has flown more than 75,000 miles on union business.

Management's Man ▪ A colleague once struck up a conversation with William C. Fitts Jr., vice president and director of labor relations for CBS, about an obscure episode in U.S. history concerning the Know-Nothing Party. He was flored when Mr. Fitts discoursed for half an hour about the incident, weaving in detailed background information to the event.


Mr. Fitts

It was understandable that his associate was overwhelmed because (1) Mr. Fitts does not flaunt his knowledge willy-nilly; (2) he is usually taciturn, and (3) he had never before given an indication that he was so knowledgeable about American history. His colleague pointed out: "Mr. Fitts rarely talks that long—unless the subject *really* interests him."

The adjectives that both management and union officials use to describe Mr. Fitts include "unpretentious," "closed-mouthed," "unapproachable," "deliberate," "tough," "fair," "self-controlled."

Newsmen who have been trying to pry information from him about the progress of negotiations with AFTRA and SAG are likely to be greeted politely but briskly and the sum of his conversation will be: "There isn't much we can say. It's too early to tell. That's all I can say now."

AFTRA also is seeking increases in program fees on television and for sportcasters on radio.

The American Assn. of Advertising Agencies has an official observer at the negotiating meetings and the Assn. of National Advertisers is represented by an unofficial observer.

In the event that a strike should materialize, it would affect actors, singers, dancers, announcers and models who appear on radio and television networks and on filmed, tape and live tv commercials and on transcribed commercials. There was no estimate as to the number of performers who may be involved as many are on a casual basis.

Industry Reaction ▪ In Chicago, Ward L. Quaal, vice president and general manager of WGN-AM-TV, that city, and chairman of NAB's Labor Relations Advisory Committee, said Thursday the unions' demands would, if met, bring an "astronomical increase" in the cost of producing tv commercials for spot use. He charged they constitute "a grave disservice to both the television industry and to many members of both AFTRA and SAG."

Mr. Quaal claimed the increases would "seriously reduce" tv's ability to compete with other media and lead advertisers to buy fewer stations, make fewer commercials and utilize less talent. He urged the unions to "reconsider these extreme demands and make new proposals which will not upset the delicate balance among advertisers, the television broadcasting industry, and the AFTRA-SAG relationship."

Text of Mr. Quaal's statement follows:

"If the demands of AFTRA (American Federation of Television and Radio Artists) and SAG (Screen Actors

"goes to the people"

and the people speak for themselves

We asked the people of the Dayton Area what they watched on television ... what they wanted to see ... what they thought of television programming generally ...

They told us in more than 50,000 words!

GOOD ENTERTAINMENT, and at the top of the list Detective/Adventure, Musical/Variety, Westerns ...

FACTUAL NEWS ...

INFORMATIONAL PROGRAMS when timely and unbiased ...

BETTER DAYTIME PROGRAMMING FOR WOMEN ...

IMPROVED PROGRAMMING FOR CHILDREN, with wholesome, family programs in the early evening hours.

No serious criticism of television programming as a whole, but plenty of pithy, constructive comments.

For WHIO-TV, this survey will be a guide to the kind of balanced programming most wanted by viewers in *Ohio's third largest market.*

Ask George P. Hollingbery for details

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV
CBS
Channel 7
Dayton
Ohio
SEAL OF GOOD PRACTICE

Guild) in the present negotiations are forced on the broadcasting industry, the result would be an astronomical increase in the cost of producing television commercials for spot use. The demands are of such magnitude that they constitute a grave disservice to both the television industry and to many members of both AFTRA and SAG.

"First, such increases would seriously reduce television's ability to compete with other media by making it a less attractive buy. If these enormous increases in expense are imposed upon the industry, our cost-per-thousand will skyrocket. Advertising money will flow from television to newspapers, magazines, direct mail and all other forms of advertising with which television competes. This obviously would be a blow to the industry, as well as to those AFTRA and SAG members who earn their living through television. It is also possible than many small advertisers in television would halt use of the medium.

"Second, fewer stations would be purchased by the advertiser, because it is extremely unlikely that he would increase his advertising budget by the same amount as these projected increases. A substantial drop in national spot advertising on those stations which are cut from the list will cause economic hardship and may well result in a considerable reduction of AFTRA people employed in all but the largest markets.

"Third, the advertiser, in an attempt to reduce talent cost, would make fewer commercials and run them more often. AFTRA is thus proposing changes which will permit a few of its select members in New York and Hollywood to grow wealthier, while the great majority of its members may not be as well off as is true today.

"Finally, the advertiser will use less talent on commercials. Where he has used five AFTRA or SAG members before, he is likely, under the proposed exorbitant increases, to use only two or three. This will mean additional reduction in employment of both AFTRA and SAG members.

"What justification is there for these demands? The current contracts were consummated after lengthy bargaining and were accepted by both parties as reasonable and fair. No developments since this contract was negotiated would justify AFTRA's and SAG's attempt to depart radically from the pattern developed over the years.

"For these reasons, it is strongly urged that the unions involved reconsider these extreme demands and make new proposals which will not result in upsetting the delicate balance among advertisers, the television broadcasting industry, and the AFTRA-SAG membership.

"A healthy and growing television industry is obviously the major interest of all the parties concerned. Increases of the magnitude demanded can only damage the growth of our industry and lessen substantially employment opportunities for the members of both AFTRA and SAG. Let us work together on a sound, business-like basis that will stimulate greater potential for all persons who gain their livelihood through television."

CBS Inc. sales up, but income is down

CBS Inc. net sales for the first nine months of 1960 rose by more than $18 million over the corresponding period of last year, but net income dipped by more than $2 million from the corresponding 1959 earnings, according to a report issued last week by William S. Paley, CBS board chairman, and Dr. Frank Stanton, president.

Net income for the first nine months of this year totaled $15,496,000, as against $17,497,000 for the comparative 1959 period, and net sales amounted to $336,582,000, up from $318,291,000 for the first nine months of 1959. The reason for the decline in income despite the increase in sales, the report showed, was that the cost of sales, and selling, general and administrative expenses increased by almost $22 million this year over those for the 1959 period. Current earnings were said to be equivalent to $1.85 per share, compared with $2.09 per share (adjusted for stock dividend) for the first nine months of 1959.

The CBS board of directors declared a stock dividend of 35 cents per share on its common stock, payable Dec. 9, 1960, to stockholders of record at the close of business on Nov. 25. The board also declared a stock dividend of 3%. No fractional shares will be issued in connection with the stock dividend, but stockholders will receive non-transferable order forms for their interest in fractional shares. The stock dividend will be paid on or about Dec. 19, 1960, to holders of record at the close of business No. 25.

Clarence H. Hopper, recently appointed president of the CBS Electronics Div. was elected to the board of directors at last week's meeting.

'Television' magazine purchase completed

BROADCASTING's purchase of *Television* magazine was formally effected last week. The purchase agreement had been announced two weeks earlier (BROADCASTING, Oct. 31), subject to customary audits.

Television was purchased from the estate of Frederick A. Kugel, publisher and founder of the magazine, by Broadcasting Publications Inc., the corporation that owns BROADCASTING.

Mr. Levi

Mr. Cowan

Larry Taishoff

Upon completion of the purchase, Sol Taishoff, president of Broadcasting Publications and of the subsidiary corporation formed to own *Television*, announced that a program of editorial expansion of *Television* was put into effect immediately. The January issue of the monthly *Television* will be the first to be published under the new ownership.

Both BROADCASTING and *Television* will be published under the policy direction of the executives of Broadcasting Publications Inc. These are Mr. Taishoff, who is editor and publisher as well as president; Maury Long, vice president and general manager; Edwin H. James, vice president and managing editor; Irving C. Miller, comptroller, and John P. Cosgrove, director of publications, circulation and readers' service.

Mr. Taishoff also announced last week the promotion of Winfield R. Levi, sales manager of BROADCASTING in New York, to a vice presidency.

Ken Cowan, who has been eastern sales manager of BROADCASTING in the magazine's New York office, will move to *Television* as vice president and business manager.

Larry Taishoff, assistant secretary-treasurer of Broadcasting Publications Inc., was named assistant publisher of both BROADCASTING and *Television*.

The present staff of *Television* will be retained.

Except at the policy level, there will be separate staffs for both magazines.

1
2
3
Most national and local advertisers of all Pittsburgh TV stations!
Most top-rated news shows of all Pittsburgh TV stations!
Most public service awards of all Pittsburgh TV stations!

WHICH MEANS THE MOST (to us and to you???)

The answer is number 3. We recognize that without advertisers we'd go broke. And that without top-rated news shows, we wouldn't have the audience that pulls advertisers.

But to keep top ratings in a market where two other channels compete, we believe you have to serve the personal needs of your listeners...the everyday problems, big and little. Meeting them makes the difference between a community you enjoy living in, and one you simply put up with.

We've met them...as shown by the Thomas Alva Edison, Alfred P. Sloane Safety, and Freedoms Foundation awards...as well as special recognition from the District Attorney, the Commonwealth of Pennsylvania and many, many other civic groups.

That, we think, is what prompts people to turn to KDKA-TV more consistently than to any other station. It builds confidence in the products advertised on KDKA-TV, too.

KDKA 2 TV
Pittsburgh

Represented by Television Advertising Representatives, Inc.
WESTINGHOUSE BROADCASTING COMPANY, INC.

Survey shows fm set ownership increasing

60% OF NEW YORK HOMES ARE EQUIPPED TO RECEIVE FM

Fm set ownership is on the rise, both inside and outside the home.

That's the gist of a survey conducted by FM Broadcasting System Inc. among its 61 affiliated stations and announced the past fortnight by Sidney J. Wolf, president of the national fm network and sales representative firm. FMBS is a subsidiary of Keystone Broadcasting System, sales and transcription organization also headed by Mr. Wolf. All FMBS affiliates also belong to the National Assn. of Fm Broadcasters.

The study shows that (1) two out of every three FMBS stations report between 31% and 50% of families in their markets have fm receivers, and (2) that the number of fm receivers outside the home is rising rapidly as business concerns install single or multiple fm units. Mr. Wolf described the findings as "representative of national fm patterns."

Other findings:

Most of the FMBS stations are located in areas where nearly one-third to one-half of homes have fm receivers, with 63% reporting between 31% and 50% homes as fm-equipped. The 61 FMBS stations are located in 28 states, the greater proportion in major markets.

Eighteen percent report less than 20% fm saturation; another 18% between 21% and 30%; 29% from 31% to 40%; 34% from 41% to 50%, and 1% over 50% saturation. Highest fm penetration: 60% for New York, with WRFM (FM) estimating a total of 2.5 million households. Other cities: Los Angeles — 1,066,753; Chicago — 900,000; Philadelphia—800,000; Baltimore —650,000; San Francisco—404,000; Boston—366,955; Houston—163,310; San Diego — 137,557; Kansas City—136,000.

The survey showed average tune-in of between six and seven hours per household per day, though many station managers reported some listeners with their fm sets on "all day." Stations also noted sizable gains in the installations of fm receivers in hospitals, industrial and business offices, motels and other establishments.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KHOW Denver, Colo.: Sold by Robert Howsam and associates to Townsend Corp. of America for $545,000 plus consultation agreement of $80,000. Townsend already owns or controls WKDA Nashville, KNOK Fort Worth and KITE San Antonio. KHOW is 5 kw on 630 kc.

▪ WJWL Georgetown, Del.: Sold by Rollins Broadcasting to Scott Broadcasting Co. for $400,000. Scott Broadcasting is owned by Herbert Scott, principal owner of WPAZ Pottstown, Pa. Rollins owns WAMS Wilmington, Del.; WEAR-TV Pensacola, Fla.; WPTZ (TV) Plattsburgh, N. Y.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va., and WGEE Indianapolis, Ind. Only last month Rollins received FCC approval in its $2.5 million purchase of WCHS-AM-TV Charleston, W. Va. WJWL is 1 kw daytimer on 900 kc.

▪ KNEZ Lompoc, Calif.: Application filed seeking assignment of station from Thomas B. Friedman to South Coast Broadcasting Co. for $225,000, with $130,000 in cash. South Coast comprises M. D. Buchen, 33⅓%; Gerald F. Hicks, 19% and others. Mr. Buchen is general manager of KFSG and KGLA (FM) Los Angeles and is president of KLUK Evanston, Wyo. KNEZ is 500 w daytimer on 960 kc. Broker was Wilt Gunzendorfer & Co.

▪ WDAR Darlington, S. C. Sold by Walter Pearce to Robert C. and Thomas C. Mottern, father and son, for $87,750. WDAR is 1 kw daytimer on 1350 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 106).

▪ KVNU-TV Logan, Utah: Construction permit sold by Cache Valley Broadcasting Co. to Utah State University of Agriculture and Applied Science for reimbursement ($6,331) of expenses involved in obtaining the cp. Cache Valley Broadcasting (Herschel Bullen, president) is licensee of KVNU Logan. Utah State operates non-commercial KVSC (FM).

▪ WKTL Sheboygan, Wis.: Sold by William E. Walker to Richard P. McKee for $150,000. Mr. McKee is former owner of KOWB Laramie, Wyo., and of WBNC Conway and WMOU Berlin, N. H.

▪ KXOK St. Louis, Mo.: Sold by Elzey Robert Jr. and C. L. Thomas to Todd Storz for $1.5 million cash. KXOK Broadcasting Inc. will be liquidated and Storz purchases all assets, including real estate. Commission approval of

As a seller, your own opinion cannot mean as much to a buyer as ours!

Our knowledge of actual sales, our experience and our reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own. Selling . . . or buying . . . you would be wise to put your confidence in Blackburn. Hundreds of satisfied clients have.

BLACKBURN *& Company, Inc.*

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NEGOTIATIONS • FINANCING • APPRAISALS

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WMGM sale contract signing

Arrangements were completed in New York last week by three principals involved in the $10.95 million purchase of WMGM New York by Crowell-Collier Publishing Co. The buy is considered a record price for an individual radio station (BROADCASTING, Oct. 17). The principals (l to r): Robert M. Purcell, president, Crowell-Collier Broadcasting Corp., wholly owned subsidiary of the publishing firm, who will supervise the station's operation; Arthur Tolchin, vice president and general manager, WMGM, and Lawrence Tisch, board chairman of Loew's Theatres that sold through subsidiary Loew's Theatres Broadcasting Corp.

the sale, with Commissioners Rosel H. Hyde and Robert T. Bartley dissenting, was conditioned on the outcome of the FCC's Sec. 317 (payola) investigation involving KXOK. Other Storz stations are WHB Kansas City; WTIX New Orleans; WDGY Minneapolis-St. Paul; WQAM Miami and KOMA Oklahoma City.

Affiliates' convention agenda set by NBC

Final program plans for the annual convention of NBC radio and television affiliates, to be held Wednesday and Thursday (Nov. 16-17) in New York, were being put into shape late last week.

The meeting opens with a session for radio affiliates Wednesday morning, followed by a tv affiliates meeting Wednesday afternoon. The television session will continue Thursday morning with a programming and sales presentation by Don Durgin, sales vice president, and David Levy, programs and talent vice president.

An address by Robert W. Sarnoff, NBC board chairman, at the Thursday luncheon is expected to be one of the convention highlights. Another will be the Wednesday luncheon, with reports by NBC's newsmen.

Mr. Sarnoff, President Robert E. Kintner and Walter Scott, executive vice president in charge of the tv network, and William K. McDaniel, vice president in charge of the radio network, will head the network participants in the respective tv and radio meetings.

A question-and-answer session with both affiliates and network executives participating is slated to wind up the convention Thursday afternoon. The meetings will be held at the Plaza Hotel.

KIFI-TV to join NBC-TV

KIFI-TV Idaho Falls, Idaho, new station operating on ch. 8, becomes an NBC-TV affiliate effective Dec. 15, according to a joint announcement by James M. Brady, president of Eastern Idaho Broadcasting & Television Co., owner of station, and Harry Bannister, vice president, station relations for NBC.

STATIONS FOR SALE

SOUTH

LOUISIANA DAYTIMER—
$80,000.00
This one-kilowatt daytimer, low on the dial, is in a town of 30,000 with 290,000 in a radius of 45 miles. Good equipment, attractive land option, high potential. 29% down, six year payout. Longer terms at slightly higher price. One of our better buys.

SOUTHWEST

ROCKY MOUNTAIN
AM-FM COMBINATION
This is a 250 watt AM with application for a kilowatt plus 3kw FM in a fine little market. Owner needs to sell and will take less than property is worth. Station is in the black, has high asset value and owns very attractive building. Priced $80,000 to $90,000 depending on terms.

On both of these properties please contact—

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

NAB

FALL CONFERENCES

CHICAGO (one week from today)
NOVEMBER 21-22
EDGEWATER BEACH HOTEL

Richard A. Shaheen of our Chicago office who handles the Midwest and Ray V. Hamilton, Washington, D. C. office who covers the East will be registered at the Edgewater Beach Hotel in Chicago and at the Chicago NAB Fall Conference.
We will enjoy seeing you at the meeting or at our nearby Chicago office to discuss markets and radio-television facilities.

WEST

Pacific northwestern regional fulltimer, isolated market, price $160,000 less than 1½ times gross. 29% down, long terms, right party.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

where people can vote for all 3, they elect ABC

NETWORK	RATING*	1/2 HR. WINS*
ABC-TV	19.8	26
NET Y	17.3	14
NET Z	17.1	11

*Source: Nielsen 24 Market TV Report covering all commercially sponsored evening programs, week ending October 30, 1960. Sunday, 6:30-11 PM, Monday—Saturday, 7:30-11 PM.

Where the 3 networks have equal facilities, where the people have a 3-way choice, most homes watch ABC-TV most of the time. The chart on the left nails that proposition down beyond quibble. But it doesn't give you the whole story. For the time in question (week ending October 30) ABC had 26 firsts out of 51 half hour periods, more than the other two combined. Network Y had 14, Network Z, 11. In the nights-of-the-week department, ABC led with 4 out of 7. Network Y took 2, Network Z, 1. On a program basis ABC had the highest rated program and 3 out of the top 5. *It's smart to do business with* **ABC TELEVISION**

*
NIELSEN REPORTS: waga
FIRST IN ATLANTA
THE BILLION DOLLAR MARKET WITH A MILLION PEOPLE

THE NIELSEN SPECIAL FOUR WEEK REPORT PROVES THE DOMINANCE OF

waga tv 5
Call KATZ
ATLANTA
the STORER station

* Over-all share of audience for period ending August 7 39.1, Station B 36.6; Station C 24.3

* (NSI Special 4-Week Report August 1960 Metro Area Average Day Part Station Shares M-F 6 am-6 pm Sun-Sat 6 pm-mid.)

NAB MEETS IN FINAL ROUNDS

FCC chairman headlines Washington conference, series will conclude in New York and Chicago

NAB starts the final leg of its Fall Conference series today (Nov. 14) at the Statler Hilton Hotel, Washington, with Chairman Frederick W. Ford of the Federal Communications Commission as guest speaker.

A Republican appointee, Chairman Ford's address may have post-election overtones. He speaks at the Nov. 15 luncheon, last event of the Washington meeting.

The conference series began Oct. 13 in Atlanta, followed by similar meetings for the NAB membership in Dallas, San Francisco, Denver and Omaha. The two final meetings of the series will be held Nov. 21-22 in Chicago and Nov. 28-29 in New York.

Keynote address of the Washington conference will be delivered at today's luncheon by Clair R. McCollough, Steinman Stations, chairman of the three-man NAB Policy Committee. The committee has been represented at all five earlier conferences.

Opening the meeting will be a joint radio-tv session titled "People—and Profits." Howard H. Bell, NAB vice president for industry affairs, will preside. On the program are William Carlisle, NAB station relations manager; John M. Couric, public relations manager, and James H. Hulbert, broadcast personnel-economics manager. Dr. Bruce A. Linton, president of Assn. for Professional Broadcasting Education, will discuss joint NAB-APBE efforts to train qualified employes for the industry.

More Politics ▪ Monday afternoon will be devoted to a "Broadcasters and Politics" session, with Vincent T. Wasilewski, NAB government affairs vice president, presiding. Others taking part in the discussion will be Mr. Bell; John F. Meagher, NAB radio vice president, and Charles H. Tower, tv vice president.

Separate radio and television meetings will be held the morning of Nov. 15. Robert B. Jones Jr., WFBR Baltimore, a member of the NAB Radio Code Board, will discuss the expanded radio code program. Robert Hyland, KMOX St. Louis, will give a forecast on radio in the next decade.

At the separate tv session Louis Hausman, director of Television Information Office, will discuss the "image asset" of television. E. K. Hartenbower, KCMO-TV Kansas City, chairman of the Tv Code Review Board, will join Edward H. Bronson, tv code director, in a review of code activities. A Television Bureau of Advertising presentation will cover the future of television.

The Chicago meeting Nov. 21-22, to be held at the Edgewater Beach Hotel, will have E. C. Quinn, sales vice president of Chrysler Corp., as guest speaker at the closing luncheon. The similar spot at the New York meeting, to be held Nov. 28-29 at the Biltmore Hotel, will be filled by Arthur E. Motley, president of Parade Publications as well as the U. S. Chamber of Commerce.

NAB's new president-elect Gov. LeRoy Collins of Florida, is not taking part in the conference series. He will send a message to each meeting. Gov. Collins takes over at NAB Jan. 4 after his gubernatorial term ends.

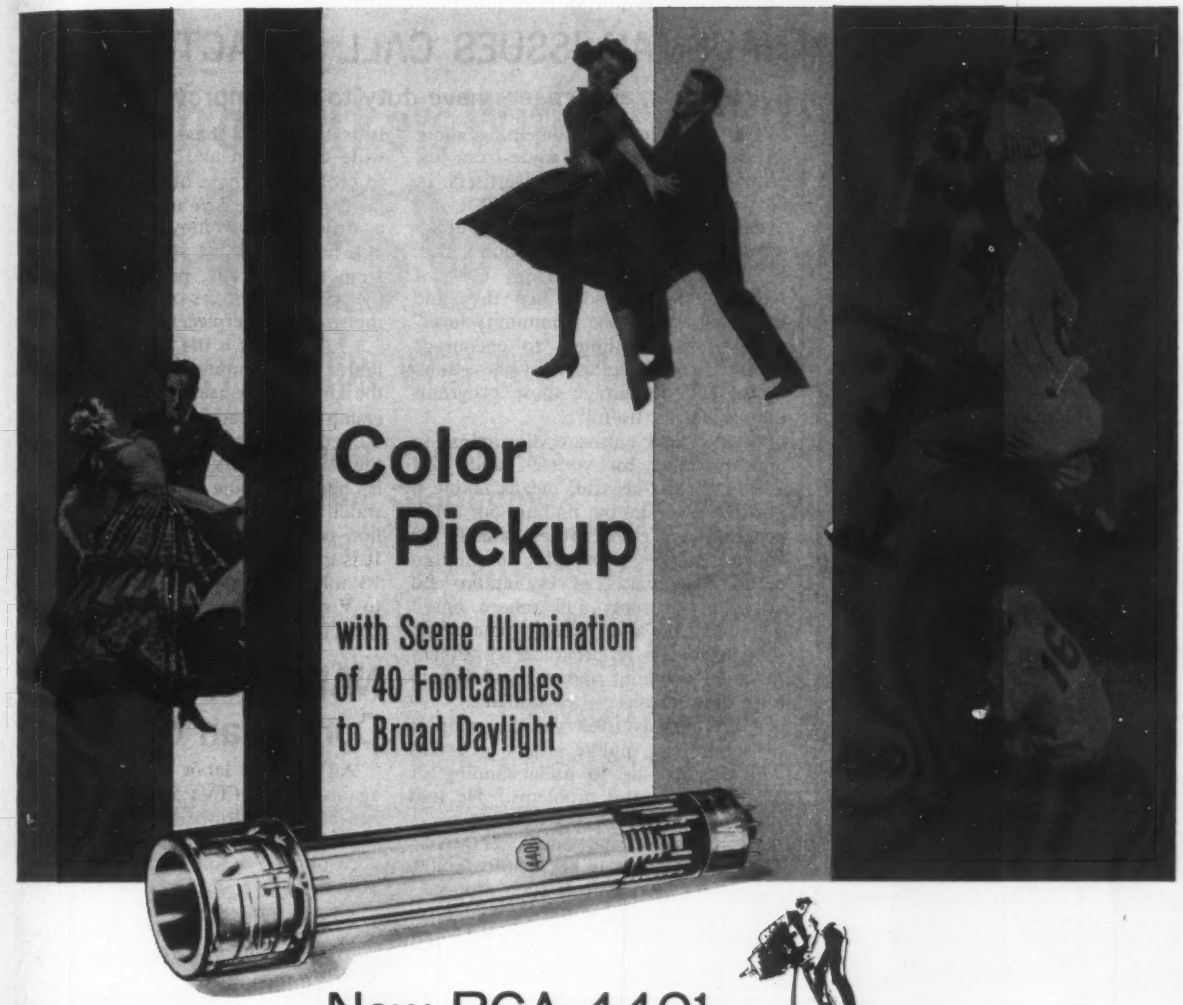
Media reports . . .

Gavel time ▪ The American Bar Assn. has announced that the deadline for its annual Gavel Awards is April 1, 1961. Materials published, broadcast or produced during the one year period ended Feb. 15, 1961 will be considered for this year's awards. Detailed information is available by writing to the ABA, 1155 E. 60th St., Chicago, Ill.

NLRB orders vote ▪ An election to be held by Nov. 26, covering film editors of Hartford (Conn.) Phonevision Co., WHCT (TV), has been ordered by National Labor Relations Board. The station is owned by RKO General Inc. Film editors will vote for or against International Brotherhood of Electrical Workers as bargaining representative.

Out of print ▪ The *Detroit Times* ceased publication Nov. 7. The *Times* plant, printing equipment and other physical assets were sold to the *Detroit News*. The newspaper was one of the Hearst publications and had been in business for 60 years. Hearst broadcast interests include WBAL-AM-FM-TV Baltimore; WISN-AM-FM-TV Milwaukee; WCAE-AM-FM and WTAE (TV) Pittsburgh. *Detroit News*, purchaser of the Times plant, is published by the Evening News Assn., licensee of WWJ-AM-FM-TV Detroit.

New discount rate ▪ KROY Sacramento, Calif., has announced a new advertising agency cash discount (on rate card No. 5) of 2% it the account is paid by the 20th of the month following billing. The plan goes into effect Dec. 1. The idea is the brainchild of KROY's general manager Bill Weaver who felt that agencies were not being compensated properly.



New RCA-4401 Image Orthicon

High sensitivity and high signal output of RCA-4401 make possible quality color pictures at black-and-white light levels.

Now every TV studio can be made into a color studio. RCA-4401 eliminates the need for extra lighting and air conditioning. It produces high-quality color pictures with a scene illumination of 150 footcandles. Satisfactory color pictures can be obtained with a lens opening of f/5.6 at scene illumination as low as 40 footcandles.

A single color camera equipped with RCA-4401's can put you in business. It can be used in the studio or taken to remote locations and operated as light levels change from daylight through dusk to artificial lighting. These versatile tubes have been successfully used to colorcast night sports events at light levels once adequate for black-and-white pickup only.

Designed to fit color cameras using 3-inch image orthicons, the 4401 is unilaterally interchangeable with RCA types 6474 or 7513. RCA-4401's are provided in factory-matched sets of three, including one tube preselected for the blue channel. Availability is no problem; the RCA-4401 is in full production.

Get in touch with your RCA Broadcast Tube Distributor today for more details on how RCA-4401 can broaden your colorcasting capability—and cut costs at the same time. *RCA Electron Tube Division, Harrison, N. J.*

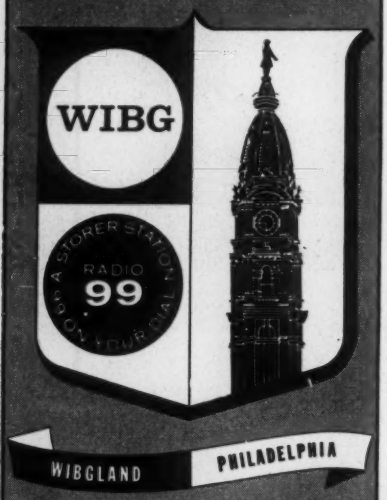
RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

WIBG

INFLUENTIAL IN PHILADELPHIA



WIBGLAND PHILADELPHIA

Leader in Quantity, Quality and Business Establishments Audience. Leader in news and new ideas in Community Service. Latest* Pulse and Hooper total rated time periods:

*Pulse 8-county area, Aug., 1960; Hooper R.A.I., July-Aug., 1960; Hooper Bus. Estab., March, 1960.

Another Great
STORER *Station*
Represented by the KATZ Agency, Inc.

HAUSMAN ISSUES CALL TO ACTION

Says public, advertisers have duty to help improve tv

The public can do something about television programming aside from just griping about it. So can advertisers. In fact, they have a responsibility.

On this theme Louis Hausman, director of the Television Information Office, told members of the Rotary Club of Baltimore last Tuesday that they and other "citizens at the community level" might do three things "to encourage broadcasters in doing what they think useful and discourage those programs they think not useful":

■ "You can cultivate discrimination and discipline for yourself and your family." This, he said, means taking a positive attitude by finding out what programs are going to be available for viewing, and by developing in children certain "standards of evaluation and criticism." Parents and school board members, he said, should encourage schools to use tv programs as an adjunct to teaching and thus also help raise the critical level of students.

■ "As an advertiser you can support by sponsorship public affairs programs which contribute to understanding of current issues and problems." He told the Rotarians that "you will find, as [a number of national advertisers] have found, that there is an identity and a value to sponsorship of such programs among people who could be your most important customers."

■ As advertisers, "if you have any say-so on the subject of commercials you can employ the very taste and restraint which you would like to see exercised in the programming itself." He warned that ads acceptable in print media are not necessarily acceptable in television. "You can't take advantage of the greater impact of television advertising without realizing that it has a greater capacity to offend or annoy than print advertising, which can be passed over more readily."

In his speech Mr. Hausman, who was introduced at the meeting by E. K. Jett, vice president and television director of WMAR-TV Baltimore, took issue with critics who contend that television programing is aimed too much at the masses and that in fact viewers have little choice of fare.

"I submit that the discriminating viewer does have quite a wide choice if he will only exert the smallest fraction of effort to find out just what is on television," Mr. Hausman declared, ticking off some 60 hours of "better" programming available to Baltimore viewers during the rest of this month. He continued:

"The value to our society of popular media such as *Life* magazine and television is based on their broad appeal. It is this which has given them their wide circulation and their opportunity to broaden the base of our culture. . . .

"It is because *Life* magazine provides a steady diet of movie stars, athletes and human interest stories that it can, from time to time, publish a story on the origin of species or color photos of the great masterpieces of Western art. . . . Likewise, it is the steady bread-and-butter programming which has created the almost universal television set ownership in this country and which has built the pattern of viewing that keeps the television sets in working order. It is because some 50 million people watch *Gunsmoke* that six to seven million people watched Walter Lippmann. It is this habit of attention that brought 73 million people to watch and listen to Vice President Nixon and Sen. Kennedy in their joint discussions."

NABET withdraws Corinthian charge

An unfair labor practice charge against KXTV (TV) Sacramento, Calif., has been withdrawn by National Assn. of Broadcast Engineers & Technicians, according to announcement Nov. 10 by Herman W. Land, Corinthian Broadcasting Corp.

A notice of the NABET withdrawal was received by Robert Salk, acting general manager of the Corinthian station. He was sent this message by Gerald Brown, regional director of National Labor Relations Board: "This is to advise you that the charge on the above matter has, with my approval, been withdrawn without prejudice."

Both union and station met Nov. 9 before a federal conciliator but no settlement was reached in the dispute. KXTV has continued on the air since a Sept. 26 walkout by NABET and American Federation of Television & Radio Artists. The unions charged unfair labor practices. Two bomb incidents have been reported (BROADCASTING, Oct. 24).

31 stations join RAB

Radio Advertising Bureau announces three prominent radio station groups were among the 31 stations to become RAB members during October. The addition of the Star Stations (KICN Denver, KISN Portland and KOIL Omaha); the Stanley Hubbard Stations (KSTP Minneapolis-St. Paul, WGTO Cypress Gardens, Fla., and KOB Albuquerque), and the Buckley-Jaeger group (WDRC Hartford, WHIM Providence and KGIL San Fernando, Calif.) will add $29,000 to the bureau's annual income.

2 Metro Markets Within 1 City Grade Coverage

KSWO-TV

ONLY TV STATION WITH CITY GRADE COVERAGE IN BOTH CITIES

Wichita Falls, Texas **141,100 Population**
Lawton, Oklahoma **89,320 Population**
(The 3rd Metro Market in Oklahoma)

CHANNEL 7 — MAXIMUM POWER — 316,000 WATTS
Tower Height 1,051 Feet Above Average Terrain

Almost 200,000 TV Homes Watch ABC on KSWO-TV

(KSWO-TV B area completely free of ABC duplication)

MAXIMUM POWER
HIGHEST TOWER
LOWEST COST per THOUSAND

VENARD RINTOUL & McCONNELL Inc.
NATIONAL REPRESENTATIVES
In the South:
Clarke Brown Co.

abc **KSWO-TV**

CITY GRADE COVERAGE IN 2 METRO MARKETS
Wichita Falls, Texas Lawton, Oklahoma

the **STORER** *station backed by 33 years of responsible broadcasting*

GOVERNMENT

COURT DENIES WCAN SUIT AGAINST CBS

Not guilty of conspiracy or trade restraint in 1955 deal

A 2-1 decision by the U.S. Court of Appeals in Washington last week found CBS innocent of conspiracy in restraint of trade and of monopolistic practices in the network's 1955 purchase of television equipment from Lou Poller's WCAN-TV Milwaukee (ch. 25) and transfer of CBS-TV affiliation to the network's newly-purchased WOKY-TV Milwaukee (ch. 19).

The court thus denied Mr. Poller's appeal of a 1959 order by the U.S. District Court in Washington granting a summary judgment and dismissing his triple damage suit for $1,450,000 against CBS.

Chief Judge Wilbur K. Miller and Judge E. Barrett Prettyman held CBS' purchase, at Mr. Poller's request, of WCAN-TV equipment for $500,000 was brought about, not by illegal means, but because Mr. Poller unwisely contracted for the equipment with the unreasonable expectation that CBS would continue its affiliation with him; that the network insisted on a six-month cancellation clause and legally exercised its right of choice in switching affiliation to WOKY-TV, which it had bought from Bartell Broadcasters.

There was no conspiracy between consultant Thad Holt, who obtained an option from Bartell to buy WOKY-TV, and Bartell, since Bartell didn't know Mr. Holt was acting for CBS, the appeals court held. Neither was there any conspiracy between CBS and its owned CBS-TV, since a corporation cannot conspire with itself, they said. Since Mr. Poller's action was voluntary, no restraint of trade was involved.

Position Irrelevant ▪ The judges saw no monopoly in CBS' purchase of WOKY-TV for $335,000; its purchase of WCAN-TV equipment for $500,000, which included transfer of Bartell equipment to WCAN-TV; and its subsequent attempt, and failure, to make a go of uhf in Milwaukee with WOKY-TV (later WXIX-TV) against vhf competition. They said Mr. Poller had indicated he would operate with the Bartell equipment, though he didn't. Even if CBS were monopolizing, Mr. Poller's loss was caused by his own "improvidence" in contracting for equipment to use a network affiliation "he knew he did not have."

Judge George T. Washington in his dissent said the lower court erred in giving summary judgment and that a jury trial should have been ordered. He said Mr. Poller is entitled to a trial, though his case might be hard to prove if allegations made by CBS were true.

He felt there can be conspiracy within a corporation. He thought the CBS action was "highly damaging" in a competitive sense. CBS, he said, by its action eliminated both Mr. Poller and Bartell from uhf telecasting in Milwaukee, thus reducing competition.

Discouraged uhf ▪ CBS also could have scared and discouraged potential uhf operators elsewhere by waiting for Mr. Poller and Bartell to develop uhf in Milwaukee and then using its economic and contractual power to establish itself there in their stead, he said.

Judge Washington felt the case against CBS, if proved, would be even stronger than the charges against RCA-NBC in the Philadelphia-Cleveland station swap with Westinghouse Broadcasting.

"Certainly," he said, "there are substantial indications that CBS had monopoly power over uhf in Milwaukee at the time it cancelled Poller's affiliation."

FCC bows to court order on Boston case

The FCC yielded last week to an order by the U.S. Court of Appeals in Washington which puts the court in the position of reviewing the commission's action in the Boston ch. 5 case.

Most observers had expected the agency to appeal the court's order of Oct. 7—staying the agency's July 14 decision in the case and directing the FCC to make no disposition of the case without first telling the court its intentions—on grounds such court supervision makes a mockery of the commission's supposedly "independent" role in government regulation.

What it all boiled down to last week was that the FCC told the court it plans to do exactly what the commission ordered last July 14; namely, to reverse a special hearing examiner's proposal to reaffirm the FCC's April 1957 grant of ch. 5 to WHDH Boston, set aside the grant to WHDH, chalk up black marks against WHDH and another applicant (Massachusetts Bay Telecasters), "re-evaluate" the applicants on the record up to now and "make a new determination." The other applicant is Greater Boston Tv Corp. (Allen B. DuMont Labs,, a fourth applicant has withdrawn.)

In its Oct. 7 order the FCC was reminded by the court that the latter's order of July 31, 1958, remanding the case for rehearing also directed that the court be advised of findings and recommendations in the ch. 5 case; the FCC's July 14 order "altered" the *status quo,* the court said (BROADCASTING, Oct. 17).

WAPI Makes The Headlines

RADIO-TV NOTEBOOK—

Give jagged nerves break: Tune in soothing Broadway After Dark

BY ROBERT E. LEE, News radio-TV editor

Are you one of those who are hooked, and I mean bad, to the extent that if you don't have your daily shot of TV your eyes become clear instead of teary, the pain goes from your back as you move around without sitting for hours before the black box with the changing eye?

Well, Mr. Addict, it's time you took a break, not a full cure, of course, but an hour or so of relief.

After the dishes are done tonight instead of plopping down into that easy chair click on that radio about 7:05 to WAPI and listen to some good music.

The program Broadway After Dark tonight, for example, will present The Sound of Music, a hit show from Broadway. Your host is Jim Lucas.

It's kinda nice, believe me. I took the break last night and heard The Flower Drum Song.

Lucas is a very talented guy, so much so that he is under contract with NBC.

After an hour of Broadway music Lucas takes you pub hopping, catching entertainment from the brighter spots on the Great White Way, all via your magical radio.

Well, it seems when he was in Spain filming some bullring shots for a special show, Paar draped himself in fighting togs and prepared to tussle with a friendly milk giving cow.

Instead, someone, probably an irate fan from the states, let loose a real fighting bull.

Needless to say, Paar didn't fight, or shoot, the bull but ran for the exit. He suffered a couple of bumped ribs fo[illegible] he showed photos [illegible] exposure, on hi[illegible] R, to N[illegible]

Jim Lucas' popular BROADWAY AFTER DARK is the sort of show people have come to expect from WAPI . . . entertaining, imaginative. It's a typical example of the way WAPI delivers the programs that deliver the *audience!*

WAPI

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

50,000 WATTS*
BIRMINGHAM
ALABAMA

*5,000 Nights

What the FCC's G-2 unit is up to

HERE'S THE RUNDOWN ON INVESTIGATIONS IT NOW HAS IN WORK

The FCC's new intelligence agent came out from behind the beard for the first time last week to talk about what he and his staff have been doing.

One example of their work had come to light a week before when the FCC filed a license revocation proceeding against KWK St. Louis, on charges of conducting fraudulent contests (BROADCASTING, Nov. 7). Last week a wider look at the operations of the Complaints & Compliance Division was provided by its chief, John C. Harrington.

To judge by Mr. Harrington's description of his caseload, the FCC's G-2 division of 19 persons is amply staffed. In the two months that the division has been operating it has received a grand total of 95 complaints, many of them on subjects over which the FCC has no authority and some of them plainly from the lunatic fringe.

Trickle of Business ▪ Complaints serious enough to warrant investigation are in the minority, Mr. Harrington said last week. Most are like the letter from a man who testily demanded that the FCC put the quiz shows back on television.

Several baseball fans complained when a Chicago station cut away from a game in the 10th inning to honor a commitment to broadcast a horse race feature sponsored by a beer distributor. Later, when the station cut into a symphony program to play a tape of the 10th inning, several music lovers sent objections to the FCC.

When CBS Radio announced it was eliminating daytime serials, a few housewives asked the FCC to keep the weepers on the air.

A scattering of protests came in when David Susskind interviewed Nikita Khrushchev.

One woman complained to the commission that a station failed to carry a program at the hour it was listed in a newspaper log.

The Caseload ▪ Right now, Mr. Harrington said, his Complaints & Compliance Division has 12 cases under active investigation.

One was started after receipt of a complaint, accompanied by a tape recording of a disc jockey on a western station saying: "If you don't like my choices [of records] you can kiss my ass. It's tied up outside the studio."

Another was based on a complaint that a station was carrying a program using records provided by a local record distributor. The program is entitled *The [distributor's name] Parade of Hits.* The question under investigation there is whether the show ought to be identified as a sponsored program in accord with the FCC's sponsor identification rules.

Prober Harrington

Mr. Harrington would not identify the sources of these complaints, but he said, speaking generally, that his division had found that complainants divided into three main categories—the public, disgruntled employes of stations and rival broadcasters.

Contest Problems ▪ Among the dozen cases now actively in work are some resulting from complaints about rigged contests. The KWK action, which was the first to result from the investigations of Mr. Harrington's division, arose that way. The FCC has charged that KWK misrepresented contests in several ways. In a treasure hunt featuring a prize of diminishing value, the station did not hide the prize until late in the contest, the FCC alleged. In other contests requiring that winners telephone the station within 60 seconds of an announcement, participants found the switchboard busy until the time limit had passed. In still other contests, according to the charges, the station misrepresented prizes. KWK has denied all the allegations.

The rest of the cases now under investigation involve payola, Mr. Harrington said. In addition, his division inherited a stockpile of payola information that had been collected by the FCC's Broadcast Bureau before the G-2 division was formed. Gradually Mr. Harirngton's staff is sifting through the stockpile and disposing of cases that seem unworthy of pursuit.

At one time the FCC had some 600 stations on temporary license, the bulk of them because of payola questions raised by investigations at the House Oversight Subcommittee and the Federal Trade Commission. Mr. Harrington says that there are now "between 100 and 200" payola cases left to be screened.

G-2 Setup ▪ The Complaints & Compliance Division, with Mr. Harrington at the top, is divided into two branches, one screening complaints and the other carrying out investigations. Each branch has six professional staff members, mostly lawyers, in the $9,000-per-year-and-up pay bracket. The whole division has six stenographers and clerks.

All broadcasting complaints the FCC gets—except those dealing with political broadcasting—now are directed to Mr. Harrington's division. There they are screened by the complaints branch. Many never get beyond that stage. If complaints deal with matters outside FCC jurisdiction, the complaints branch tells the complainants so and suggests they write the station or the advertiser.

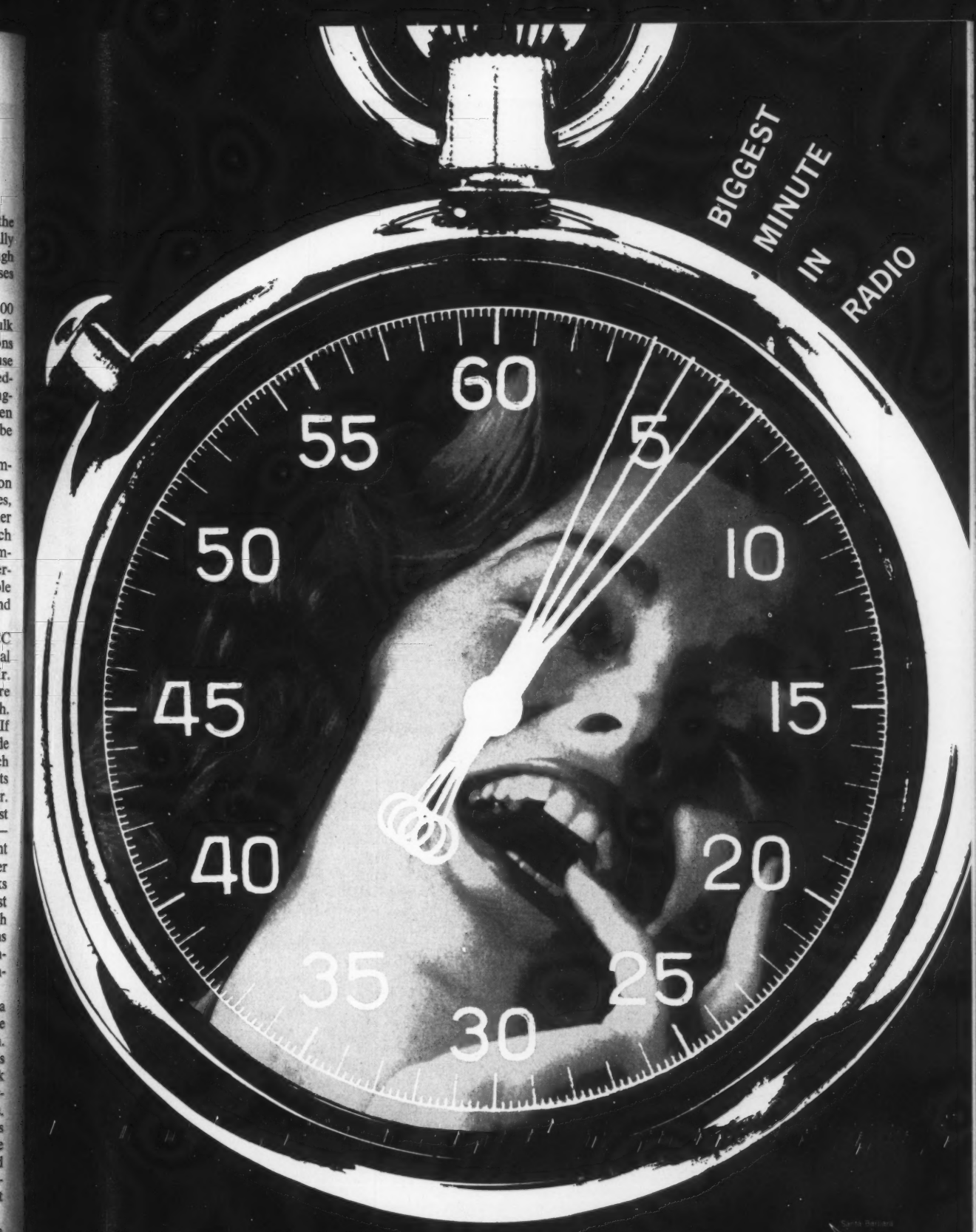
If the complaints strongly suggest that irregularities have taken place—say, a listener complains that he sent money for merchandise that he never received—the complaints branch asks the station for an explanation. In most instances, the station replies are enough to settle the matter. The explanations are sent to the complainants and nothing more is done, unless the complainants challenge the explanation.

If the complaints branch thinks a case is worthy of deeper inquiry, the investigation branch goes into action.

Thorough Search ▪ Mr. Harrington's investigators are under orders to check all logical sources on any case. Thoroughness has exonerated some suspects. One case, which the investigators thought was built on airtight evidence of a fradulent contest, was abandoned when careful checking of the key witness turned up a history of crackpot acts.

After an investigation is completed on a case that the G-2 division thinks is sound, the results are submitted to the full FCC. It is the responsibility of the commission, not Mr. Harrington's division, to decide whether punitive proceedings ought to be begun.

Mr. Harrington said that several in-



The most important minute in radio is, naturally, your commercial. And KBIG's new sales-minded personalities now make it sound bigger, better, more believable. Joe Niagara, Jim O'Leary, and Bob Gage make even small budgets on KBIG the biggest buy in Southern California radio... at an average 71% less cost than stations with comparable coverage. This new Selling Sound of Radio Catalina is promoted by newspaper, outdoor, bus, and mail advertising throughout the Los Angeles area. Ask your KBIG or Weed rep for a tape and new fact folder.

KBIG

RADIO CATALINA 740kc / 10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Boulevard,
Los Angeles 28, California
HOllywood 3-3205

National Representatives:
Weed Radio Corp.

vestigations will be submitted to the FCC before Christmas.

Two Worlds ▪ In his two months of intelligence work Mr. Harrington has decided that broadcasters divide into two groups. One deserves the name "broadcasters," he says. The other he calls "licensees."

The broadcaster is a station owner who is sincerely interested in doing a professional job.

The licensee "is the Joe who's got a piece of paper, who's out to make some bucks quick and who is looking for a buyer for his station, all at the same time."

In FCC records broadcasters outnumber licensees nearly 50 to 1. That measurement can be calculated, says Mr. Harrington, by a survey of station folders in the commission's "complaint file."

About two-thirds of the some 4,800 stations on the air are represented by at least one complaint in the commission's complaint file. Most of the representations are innocuous. But about 100 station folders in the file are bulging.

When Mr. Harrington's division gets a complaint, it checks the station folder. If the folder is fat, the division's interest is immediately aroused. It assumes it is dealing with one of the 100 "bad actors," as Mr. Harring describes them.

Things to Come ▪ What of the future of the Complaints & Compliance Division? Obviously some members of the FCC would like to see its work expanded. In its present form it is a smaller operation than they would like. When FCC Chairman Frederick W. Ford submitted his budget request, he asked for $300,000 for the unit. Congress gave him half that amount.

Mr. Harrington spoke last week of hopes for eventual development of intense investigation of major subjects like trafficking in station licenses, unauthorized transfers of station control, hidden ownerships. Ultimately, he said, the division might even survey listeners to find out what they think of stations.

Meanwhile, he is contenting himself with projects within his budget. One is an attempt to effect a working relationship with the NAB.

New alert system keyed to AP, UPI

A new and instantaneous Conelrad alerting system which will tie virtually every radio and tv station in the United States directly to the North American Air Defense Command at Colorado Springs, Colo., was announced last week by FCC Commissioner Robert E. Lee.

The heart of the new system is the use of AP and UPI teletype lines to transmit a special tone signal. This will automatically trigger the Conelrad alert mechanism at each station which subscribes to either of these two news services. The alert signal will be initiated at the Colorado Springs command post.

Equipment to establish the new system is officially to be supplied to each station by the Office of Civil & Defense Mobilization. The special receiver equipment is expected to cost less than $200 when it is put into mass production; FCC engineers fabricated a prototype from spare parts for $180.

Contract signing betwen the news services and the Air Force will take place Nov. 21, Mr. Lee said. The hot line from Colorado Spring to the AP and UPI offices will be paid for by the Air Force.

The news of the new hookup was made by the FCC's defense commissioner at a meeting of the Florida Defense Network in Miami last week.

The meeting reviewed the experiences of the network of fm stations which played a major role in relaying Weather Bureau information during the Hurrican Donna blow. The meeting also saw the establishment of a Greater Miami Industry Advisory Committee, with Gene Rider, WCKR-WCKT (TV) Miami as chairman.

WAVZ ANSWERS FCC

Cites public service record in 'McFarland letter' case

A broadcaster defended himself last week against the FCC's "get tough" policy on programming and spot announcements by saying that his station's public service programming has been accomplished by means of, not in spite of, what the commission refers to as "constant and lengthy interruptions."

WAVZ New Haven answered the commission's "promise vs. performance" inquiry (McFarland letter) with a lengthy report on its spot announcement policies. The station had been told in September that it was using more commercial spot announcements per week than it had promised and, consequently, this indicated that its application for license renewal would have to go to hearing (BROADCASTING, Oct. 3). At that time, the FCC stated that WAVZ had promised in a previous application for license renewal to broadcast 1,052 commercial spots per week but had, in performance, used as many as 2,369.

Mr. Kops

Daniel W. Kops, president of WAVZ and of WTRY Troy, N. Y., pointed out to the FCC in his letter of last week that the station's earlier estimate of the number of spots was filed shortly after the station changed from a daytime only operation to a 24-hour operation. The station, he said, had little experience on which to base an accurate forecast.

He further noted that operating costs at WAVZ continued to rise over the three year license period. "Nevertheless," he said, "we considered it in the public interest to increase our news, announcing and program staffs . . . and purchase new mobile equipment." He noted that competition for local advertising in the area also increased with four new independent stations moving into the market.

A reduction in the number of spot announcements, he said, would not only "fail to serve the public interests but, in fact, would be harmful thereto."

Could Cut Service ▪ A reduction in spots could very well require a cut in operating costs, Mr. Kops told the commission. He listed the various ways in which operating costs could be cut as elimination of one of the two news services the station employs; a reduction in the WAVZ four man news department; elimination of the post of Community Service Director; dropping post-midnight operations; cutbacks which might force elimination of on-the-air and off-the-air public service activities "over and above simple productions."

"We do not believe that it is in the public interest for us to curtail or eliminate any of these [public] services," he stated.

WAVZ's current application for license renewal proposes 975 non-commercial spot announcements per week. These non-commercial spots, Mr. Kops noted, "are not interruptions to programming but rather an integrated part of the programming as well as the journalistic activities and the community service of WAVZ." In analyzing the public service spots broadcast by the station, he pointed out that 310 spots were broadcast in behalf of the United Fund and 372 safety announcements were used, and in these two areas alone the station has received commendations for its service.

The station's current application also proposes broadcasting 1,850 commercial spots per week along with a new and stricter control system to maintain and carry out the proposal. "In fact," he said, "our more recent logs reveal that we have been broadcasting less than the maximum number of spots proposed."

Proud Service ▪ Mr. Kops further told the commission that "WAVZ has achieved a reputation not only in its community but nationally as a community-interested, community-oriented

THAT WCKY SURE

drums up

BUSINESS IN CINCINNATI

Standard Rate can tell you the watt-power of a radio station. But it takes a local merchant—the butcher, the baker or the candlestick maker—to know its sales-power. Take Cincinnati for example. Regional advertisers by the score—ones who know the score—will tell you that if you want to take Cincinnati by storm, take WCKY. Daytime or nighttime—3 o'clock in the morning or 5 in the afternoon—WCKY drums up a storm of sales up and down the billion dollar Ohio River Valley . . . at a cost-per-million-Nielsen-homes so low it looks like it's a mistake. The men from AM Radio Sales beat the drums for WCKY—Cincinnati.

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

station. WAVZ is proud of its operation in the public interest, of how it has analyzed the wants and needs of its community and of what it has done about those wants and needs. This has been done in large part by means of, not in spite of, what the commission refers to as 'constant and lengthy interruptions.' "

He also protested the commission's procedures "which permitted a delay of a week between the commission's release to the press and the licensee's receipt of the actual letter." Advance notice to the press, he said, put the station in the position of not being able to acquaint its own community with the facts and its side of the story.

WAVZ did not receive the commission's McFarland letter until Oct. 5 and stories appeared in various publications prior to that time.

In reaching its decision to send the letter to WAVZ, the commission was originally split 4-3 (CLOSED CIRCUIT, Oct. 3). Commissioner T. A. M. Craven asked that the minutes show he regarded the letter as an attempt at censorship in violation of Sec. 326 of the Communications Act and that it was "persecution" of small stations. Other commissioners dissenting were Rosel H. Hyde and Charles H. King. The commission sent a similar letter to KORD Pasco, Wash., at the same time.

NLRB appeals television case to Supreme Court

Can a union call a strike to force an employer to assign a specific type of work to its own members? This question will be argued before the U. S. Supreme Court this week. The argument is on the national Labor Relations Board's appeal of a court reversal of NLRB's finding against Radio & Tv Broadcast Engineers Union Local 1212. The NLRB finding followed the union's 1957 strike which forced CBS-TV to cancel its scheduled telecast of the Toni Awards (BROADCASTING, April 29, 1957).

NLRB issued a cease and desist order against IBEW Local 1212 in New York after the union called a strike of its technicians upon CBS-TV's decision to turn the task of remote lighting over to another union, International Alliance of Theatrical & Stage Employes. The U. S. Court of Appeals in New York reversed the decision, holding NLRB should not have issued such an order without first "affirmatively" allocating the work to one union or the other. The court held that it's not enough for NLRB to determine that a union is not entitled to work, but that it also should "impose settlement" of the jurisdictional dispute. NLRB had held the remote lighting work was not covered in the Local 1212 contract with CBS-TV.

The FCC last week...

▪ Dismissed petitions filed by KGUN-TV Tucson, Ariz., for a review of a hearing examiner's rulings involving field strength measurement data concerning KOLD-TV and KVOA-TV, both Tucson. Latter stations proposed power increases and moving their towers to a common site on Mt. Bigelow, the same location used by KGUN. Protesting the move, KGUN was not allowed by the hearing examiner to introduce evidence showing a Grade A overlap of KOLD with KOOL-TV Phoenix, Ariz. Both stations are Gene Autry stations. KGUN protested the hearing examiner's ruling but was overruled by the commission.

▪ Received a joint petition from WGUN Decatur and WEAS College Park, both Georgia, asking that the WEAS call be changed. The call was formerly used by WGUN and both communities are suburbs of Atlanta. WEAS also filed an application for sale of the station from Robert A. Corley to F. Richard Coughlan, an employe of WGN Chicago.

KRLA'S RENEWAL HEARING

Donald Cooke, present and past employes, try to reconstruct 1959 format change troubles

More of the trials and tribulations attendant upon the launching of a new radio program format in a major market were recited last week in Los Angeles as the FCC hearing continued on the application of KRLA Pasadena, Calif., for its license renewal.

Second week witnesses, all present or former employes of KRLA starting with the station's owner, Donald Cooke, and including both programming and accounting personnel, reported on what went on during the turbulent time when KXLA, country and western music station, was being transformed into KRLA, with its modern musical programming. That period having passed into history well over a year ago, their recollections frequently tended to produce confusion rather than clarification, adding to the burdens of James D. Cunningham, FCC chief hearing examiner who presided, and the FCC and KRLA counsel in trying to keep the record straight. Thomas N. Dowd and William S. Green, both of the Washington law firm of Pierson, Ball & Dowd, represented KRLA. Federal Communications' attorneys were Robert J. Rawson and Lewis Cohen.

As during the previous week, the testimony was focused on four major questions: Were the program proposals in the original application for assignment of license of the station to Mr. Cooke made in good faith? Was the conduct of the "Find Perry Allen" contest contrary to the public interest? Were the KRLA logs for Oct. 18-24, 1959, altered to deceive the FCC? Has Jack K. Cooke, Donald's brother and a Canadian citizen, actually controlled KRLA's operations? (BROADCASTING, Nov. 7).

Donald Cooke Testifies ▪ Donald Cooke, on the witness stand Monday morning (Nov. 7) as he had been the preceding Thursday afternoon and all day Friday (Nov. 3-4), strove hard to prove he was licensee of the station in fact as well as in title. Mr. Cooke declared that despite maintaining his residence and station representation business in New York, he had exercised control of KRLA by means of continuous correspondence with the KRLA department heads in the station's Pasadena studios and Hollywood sales office (and introduced a staggering pile of copies of letters, memos and reports to and from the station to prove his statement), augmented by frequent telephone calls and seven visits to the station, ranging in length from five days to as many weeks, in the 18 months since he assumed control of KRLA on May 1, 1959.

He had been interested in acquiring ownership of a radio station for many years, Mr. Cooke stated, but lacked the capital to purchase a station outright and so had looked for a chance to get an interest in one, but without success up to the time (late 1957 or early 1958) that his brother Jack, owner of CKEY Toronto, proposed the deal that eventuated in the purchase of KXLA Pasadena (now KRLA). In brief, this plan was that Jack Cooke set up a company (Broadcast Equipment Co.) to acquire the physical plant and facilities of a broadcast property and to lease them to a broadcasting company (Eleven Ten Broadcasting Corp.) owned by Donald Cooke. The plan was conceived by Jack Cooke's Washington attorneys, Pierson, Ball & Dowd.

Spelling out the financial details of the transaction, Mr. Cooke said that of the $900,000 paid to Pacific Coast Broadcasting Co. for KXLA, Broadcast Equipment Co. put up $551,000 and he contributed $110,000, the balance being accounted for by cash and securities owned by Pacific Coast and acquired by Broadcast Equipment and Eleven Ten. The $110,000, he testified, included $10,000 in cash and a loan of $100,000 from the Empire Trust Co. at 5% interest. "I'm personally respon-

This mark identifies modern, dependable Steel. Look for it on consumer products.

UP & ATOM

Whether it jumps to make a discovery that's out of this world, or sits down quietly to spend a century or two on atomic research, steel is the only material that has the strength and vigor to keep up with the reach of modern man's mind. • New Stainless Steels developed by United States Steel withstand the vibration and friction of unearthly speeds. New USS Steel Forgings shape atomic reactors and nuclear power systems. Look around. You'll see steel in so many places—building strength.

USS is a registered trademark

USS United States Steel

sible for this loan and it would take more than I'm worth to pay it back," he stated.

Everything ▪ To protect his station, which he reported as losing a lot of money, Mr. Cooke said he had to put up his home, his car, his 50% interest in his station representation business and all of the stock (10,000 shares) of Eleven Ten Broadcasting. The balance owed on the Empire Trust loan is between $40,000 and $50,000, he said. Asked by FCC counsel how he could have made the quarterly payments on the loan if KRLA has consistently lost money, he replied that he did it by borrowing from Broadcast Equipment Co. Empire Trust can foreclose, he said, but until it does it has no power to vote the stock in Eleven Ten, so that KRLA remains under his exclusive control.

Even when his brother Jack was acting as program head of KRLA during the difficult period when the station was trying to get started with its new sound in the Los Angeles market, Donald Cooke retained complete control of the station, its programs and its promotions, he averred. He authorized the expenditure of $50,000 for inaugural promotions, he said, adding that most of that sum was spent for contests and advertising. The contests included the Golden Key contest, with $50,000 originally offered and $5,000 eventually paid to the finder of the key (the amount of the prize decreasing as the clues got plainer) and the "Find Perry Allen" contest for which $10,000 was expended.

After reading BROADCASTING's report of the contest in September 1959, Mr. Cooke said, he called Edwin V. Schulz, general manager of KRLA, for an explanation. Mr. Schulz told him that the impression that Perry Allen was in Los Angeles when he was really in Buffalo had been given by the ad lib remark of an announcer. On his next visit to the station he had attempted to listen to the tapes Mr. Allen had prepared for broadcast, but he had been unable to locate them.

Questioned by Mr. Rawson about the proposed program schedule submitted with the application for transfer of KXLA's license from Pacific Coast Broadcasting to Eleven Ten Broadcasting, Mr. Cooke said that it had been patterned after the schedule of CKEY in accordance with his desire to follow a format that had been successful elsewhere. Public service programming formed an important part of the proposed schedule, he stated, because a station "has to be of service to its community to win an audience." From the beginning he had ruled out commercial religious programs, he said, planning to replace them with sustaining programs put on the air on Sunday morning with the cooperation of various religious groups, plus a daily inspirational spot.

Sales Slump ▪ Shown a copy of a letter written Oct. 15, 1959, by Mr. Schulz to Donald Cooke Inc., sales representative of KRLA, stating that "KRLA has gone to the trouble of duplicating our Monday-Saturday schedule on Sundays," Mr. Cooke admitted this had been done with his approval. Sales were so bad "I would have done almost anything to stop the disastrous losses," he said, adding that Mr. Schulz felt a seven-day popular music schedule would help ratings. However, he refused to sell time for commercial religious programs, he stated, although he was told he could increase KRLA's income by $150,000 a year that way.

In November 1959 and again in January 1960, Mr. Cooke's visits to KRLA were designed to get public service programming going in accordance with the schedule originally proposed, he said, and in January he set up a crash program to get this accomplished by Jan. 30, completing the task already well under way.

Asked about a letter he wrote in April to Herb Heiman, in charge of programming at KRLA, stating that no changes were to be made in Sunday programming until after the FCC had approved the station's license renewal and then that no change was to be made without the "full approval of Pierson, Ball & Dowd," Mr. Cooke said that this was in response to an inquiry from Mr. Heiman.

When he visited KRLA in January-February of this year to investigate the FCC's charges of false entries in the station's logs, he was given an affidavit by Mr. Schulz in which the station manager assumed full responsibility for the alteration, Mr. Cooke testified Nov. 4, explaining that Mr. Schulz had blamed the omission of a daily religious two-minute program on a traffic department oversight and had authorized it inserted in the log "to reflect what had actually taken place" (AT DEADLINE, Nov. 7). On Nov. 7 Mr. Cooke testified that only a few weeks ago he had learned that the insertions were wrong and the religious spots had not been broadcast during the Oct. 18-24, 1959, week covered by the log. Mr. Heiman had been present when Mr. Schulz told Mr. Cooke that the broadcasts had been made, but had said nothing to correct him then, the station owner reported.

Log Changes ▪ Following Mr. Cooke to the stand, Mr. Heiman testified that on the last weekend of October 1959, he and his wife, Mr. Schulz and his wife and Janice Crosby, then traffic director of KRLA, had worked on the analysis of the programs broadcast during the week of Oct. 18-24 for the FCC. Late Sunday night, he said, Mr. Schulz was double checking the report and noted there was no religious programming in either the analysis or the logs and "we ought to have some." He turned to Mr. Heiman and "with a wink" said, "'I did tell you, didn't I, Herb, to put *Word for the Day* on, starting that week?'" Mr. Heiman stated that his reply was, "If you say so," and before he left the room he heard Mr. Schulz instruct Miss Crosby

Are government agencies too formal?

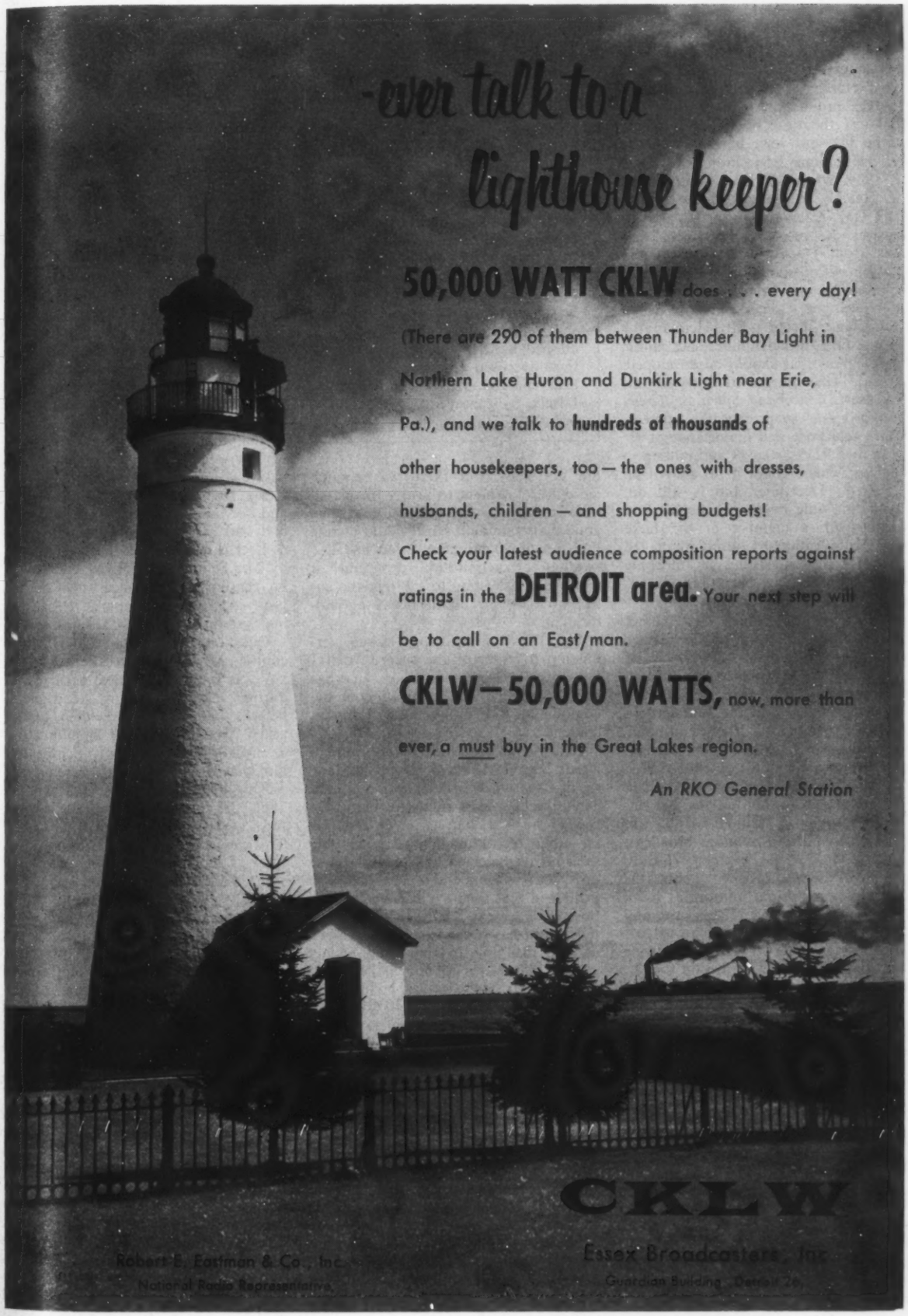
Will more informal procedures in certain areas of government agencies speed up their work? Judge E. Barrett Prettyman, head of President Eisenhower's scissors-wielding Conference on Administrative Procedure, thinks that the regulatory agencies need less of a judicial atmosphere.

He discussed this viewpoint following the first meeting of a 16-man committee set up by the President in August (BROADCASTING, Sept. 5). The conference was set up to work out methods of cutting through the red tape of the regulatory agencies.

Critics of the regulatory agencies most frequently contend that they should cloak themselves in the judicial mantle. Judge Prettyman, however, opposes this view and stated last week that many of the problems confronting the agencies are "not necessarily judicial problems." He said that in certain areas the agencies are "too technical."

He stated that the conference should discuss such problems as the selection and powers of hearing examiners codes of ethics for the agencies; *ex parte* proceedings and the mixture of legislative, judicial and regulatory procedures by the agencies. Another key question to be discussed, he said, is the evaluation of the work done by the agencies.

Judge Prettyman, a member of the U. S. Court of Appeals in Washington stated that the committee expects to have its recommendations ready by Nov. 21, when it is scheduled to meet again. The committee includes William C. Kopolovits, Washington communications attorney who is secretary of the group; Donald C. Beelar, another Washington radio lawyer; John L. FitzGerald, general counsel of the FCC and Earl W. Kintner, chairman of the Federal Trade Commission. The committee is an organizing group preparing for the establishment of a continuing conference on federal procedures.


-ever talk to a
lighthouse keeper?
50,000 WATT CKLW does . . . every day!
(There are 290 of them between Thunder Bay Light in Northern Lake Huron and Dunkirk Light near Erie, Pa.), and we talk to hundreds of thousands of other housekeepers, too — the ones with dresses, husbands, children — and shopping budgets!
Check your latest audience composition reports against ratings in the DETROIT area. Your next step will be to call on an East/man.
CKLW—50,000 WATTS, now, more than ever, a must buy in the Great Lakes region.
An RKO General Station
CKLW
Essex Broadcasters, Inc.
Guardian Building, Detroit 26
Robert E. Eastman & Co., Inc.
National Radio Representatives

to type in *Word for the Day* or *Thought for the Day* into the logs.

Asked if the program was broadcast during those days, Mr. Heiman replied, "No, it was not."

Mr. Heiman said that he had been hired as production manager by Jack Cooke at the time of KRLA's debut, but he had not seen him or received any instructions from him since Sept. 21, 1959, when Mr. Cooke introduced Mr. Heiman to the rest of the station staff. Only a few days after his arrival, however, he received written instructions from Donald Cooke about the way the station should be programmed, including public service programming. In November Donald Cooke visited KRLA and, meeting Mr. Heiman for the first time, prodded him about public service areas that should be developed, he said. Then he got to work on this in earnest, conceiving *Spirit of Today* as a program to present the contemporary relevance and importance of religion to KRLA listeners and talking to religious leaders about it. It started on the air in December and is still on. About this time he also made his first contact with a member of the Lake Ave. Congregational Church which led to KRLA's broadcasting its morning service each Sunday, beginning in January and continuing to the present.

Mr. Rawson questioned Mr. Heiman closely about KRLA's public service programs from *Seminar*, discussions of intellectual topics presented through the cooperation of a group of southern California colleges, to the summertime beach weather reports, phoned in hourly by life guards. Asked about agricultural programming, Mr. Heiman cited *Best Buy of the Day* (which he admitted was addressed to housewives but insisted its audience includes many farm wives) and *Farm Roundup*, broadcast formerly at 5 a.m., currently 6-6:30 a.m. Mr. Rawson asked about the names of agricultural authorities listed in the recapitulation of KRLA programming compiled by Mr. Heiman as participating in this program, drawing from the witness the admission that he had not actually heard them but had taken their names from literature provided by the transcription service supplying the station with recorded farm talks to be used on *Farm Roundup*.

Farm Shows ▪ After Mr. Heiman had testified that the program also includes three or four news items of interest to farmers, each 30 seconds to two minutes in length, every 15 minutes, Mr. Rawson asked if in fact the program is not just another disc jockey show and if it consists mostly of music, why is it classified as agricultural? Pressing the witness, he inquired as to precisely how much of *Farm Roundup* is news and information, how much music, and when Mr. Heiman said he did not know but there was enough agricultural content to justify the classification, Mr. Rawson declared that "just good plain common sense would dictate that out of 50 minutes if you had five minutes of agricultural programs, it would be misleading to say that the entire hour or 50 minutes was agricultural."

Mr. Dowd immediately asked permission to note for the record "that I only want to say that common sense has never controlled the application of the commission's definition of program content."

FCC counsel asked Mr. Heiman about Strand Records, owned by Jack Cooke, and whether he had been offered exclusive broadcast rights to them. He replied he had, but no more than by all other record companies, including such major concerns as Columbia Records, RCA Victor and Decca. He also explained that such exclusive rights are limited usually to a day or two before the record has been released to dealers, as after that time it is available to any station that wants to buy and play it. Actually, Mr. Heiman said, he uses very few Strand Records on any basis, as they don't usually conform to KRLA specifications.

Donald Fry, KRLA controller, identified financial statements showing the investments of Broadcast Equipment Co. in KRLA's physical equipment and of Eleven Ten Corp. in its other assets, a list of notes owed by Eleven Ten and similar data, which he had prepared at the request of the FCC. Asked how he allocated items bought for the station between Broadcast Equipment and Eleven Ten, he said on instructions from Donald or Jack Cooke. In response to another question he said that an automobile included among Broadcast Equipment's holdings is used by Jack Cooke when he's in town, but otherwise Mr. Fry did not know who uses it.

Mr. Fry said he keeps the books for Broadcast Equipment as well as for Eleven Ten, but receives no pay from Broadcast Equipment for this work, which he estimated takes about an hour a month of his time. Vernon E. Dobson, Mr. Fry's predecessor at KRLA, later testified that he also had kept Broadcast Equipment's financial records without pay.

Signatures ▪ Mr. Fry testified that he had notarized the signature of Mr. Schulz on the affidavit given by Mr. Schulz to Donald Cooke in February. He did not see Mr. Schulz sign the document, he said, but when Mr. Cooke asked him to notarize the signature he did so because he recognized it as Mr. Schulz's. Company checks not signed by Mr. Cooke require two signatures—at that time those of Mr. Schulz and Mr. Fry—and Mr. Fry had put his signature below that of Mr. Schulz often.

Mr. Dobson, who had been controller and secretary of KXLA for 15 years and had assumed the controller's post at KRLA, said he had been discharged by Mr. Schulz on Sept. 24, 1959, with no reason given. Since then he has been controller of Imperial Broadcasting System, Riverside, Calif., he said.

Questioned about the "Golden Key" contest, Mr. Dobson recalled that "the key was supposed to have been found" during the Labor Day weekend and as he was going to be away then, he had asked Mr. Schulz if he shouldn't sign a check on Friday. Mr. Schulz told him that wasn't necessary, he said, and on his return on Tuesday (Sept. 8, 1959) he found a voucher for a check for $5,000 signed by Jack Kent Cooke. This was in accord with testimony given by Jack Cooke the previous week that when the key was found on Labor Day he had signed the check at the request of Mr. Schulz so that the winner would pose with it for publicity pictures and that the check had cleared the bank, although his signature was not authorized for checks of Eleven Ten.

Check Dispute ▪ Mr. Dobson said he found another voucher when he returned to KRLA on Sept. 8, 1959, also signed by Jack Kent Cooke, covering a check made out to cash for $200 and dated Sept. 11 or 12. Mr. Dobson admitted it was very unusual to find a voucher dated three or four days ahead and said he had no idea who prepared it.

Shown the check for $5,000, Mr. Dobson noted that it had two signatures, Mr. Schulz's as well as Mr. Cooke's, but the voucher had only the signature of Mr. Schulz, with the appearance that something else had been erased. The second check also showed

FTC throws a hard stroke

The Federal Trade Commission has challenged a tv commercial for Mennen Sof' Stroke aerosol shaving cream. The tv spot claims the product is so rich it "holds up even under water." The FTC charged it shows a skin diver under water, first demonstrating a competing shave cream which quickly dissolves in the water, then applying the Mennen product, which clings to his face for underwater shaving. The FTC charged the Mennen shaving cream demonstrated actually was a mixture of toothpaste and shaving cream and that the diver cupped his hand closer to squirt the advertised cream. The FTC also charged the tv commercial falsely disparaged competing brands.

If you are buying Television in Providence, Rhode Island,

keep these facts in mind: In daytime NSI* homes reached, WJAR-TV has more than *twice* as many quarter-hour firsts; in nightime NSI* homes reached *three* times as many quarter-hour firsts as the second station! Furthermore, in NSI* homes reached, WJAR-TV carries 8 out of the top 10 network programs, 9 out of the top 10 syndicated programs!
WJAR-TV · Channel 10 · Providence · NBC · ABC ·
Represented by Edward Petry & Co., Inc.

***Nielsen, August, 1960**
Daytime — Mon.-Fri. 8 A.M.-6 P.M.
Nighttime — Sun.-Sat. 6 P.M.-midnite

Ability is reflected in the *End* result. Football is a game of timing . . . and so is a TV campaign. Many more advertisers realize that a schedule on *Harrisburg's No. 1 Station** gets exceptional results. Witness:

The Full ABC-Tv Schedule
Paramount Movies
8 of the *10* top Syndicated Films
Outstanding Public Service
Promotion & Exploitation

See the Best "Reps" in the business — *Harrington, Righter,* and *Parsons.*

*ARB March 1960

WTPA TELEVISION Channel 27

the two signatures, with no signature at all on the voucher.

Jack Cooke had testified that he could not recall what he had written the $200 check for. Mr. Dobson did not know either. He said that he did not post the voucher in his ledger, but could not explain why as normally it would have been entered immediately and he was at the station until Sept. 24. He denied altering the vouchers or receiving any instructions to alter them and said he did not know whether Mr. Schulz's signature could have been added to the checks at some later date, since he did not remember seeing it there originally.

Contests ▪ Back on the stand on Wednesday (Nov. 9), Bill Wheatley, former KRLA program director who testified the previous week, identified the station's program logs for Sept. 1-4, 1959. The first two days, he said, were programmed with continuous clues to the "Golden Key," interrupted twice each quarter-hour with the reading of names at random from telephone directories, offering prizes if the owners of those names called the station within stipulated times, the amount of the cash prize diminishing as the time lengthened. Then, at 6 a.m. on Sept. 3 regular programming began with *The Perry Allen Show,* which he described as a disc jockey show with two contest promotion announcements—the telephone quiz and the golden key—in each 15-minute segment. Other KRLA programs at the time were similar, he said.

He had learned about the "Golden Key" contest from Jack Cooke, Mr. Wheatley said. Mr. Cooke had told him that FCC approval of the start of operation with 50 kw power seemed likely to be delayed and the search for a "Golden Key" to unlock the new transmitter had been devised to fill the interval. The key would be hidden, clues broadcast and when the key was found the finder would receive a cash prize, starting with $50,000 and decreasing as the clues got more explicit.

Mr. Wheatley reported that he had written the clues that were broadcast, many of them before he knew where the key was hidden. He was given this information a few days before Labor Day, the date on which Mr. Cooke wanted the key to be found, Mr. Wheatley said. The key was buried across the highway from Marineland, sure to be crowded on the holiday, and Mr. Wheatley was instructed to make his clues clear enough so that someone would find the key that day.

The size of the award was $20,000 when the first Labor Day clue was broadcast at 8 a.m., he testified, and was down to $6,000 at 2:30 p.m. when Mr. Cooke altered the original plan to let it sink to $2,000 if it hadn't been located before that point was reached and ordered $5,000 as the minimum.

Cecil H. Goodwin, disc jockey who worked at KXLA-KRLA Aug. 24-Sept. 15, 1959, testified that on Sept. 2 Jack Cooke had called him into his office and told him he was to handle the *Perry Allen Show* at 6-9 a.m. each day, starting the next morning, until Mr. Allen arrived in Los Angeles. Mr. Cooke told him to listen to the tapes Mr. Allen had prepared so that he could amplify what Mr. Allen said on the tapes. The substance of this, he recalled, was to urge listeners to go out into the streets, into restaurants and business places and ask for KRLA's Perry Allen.

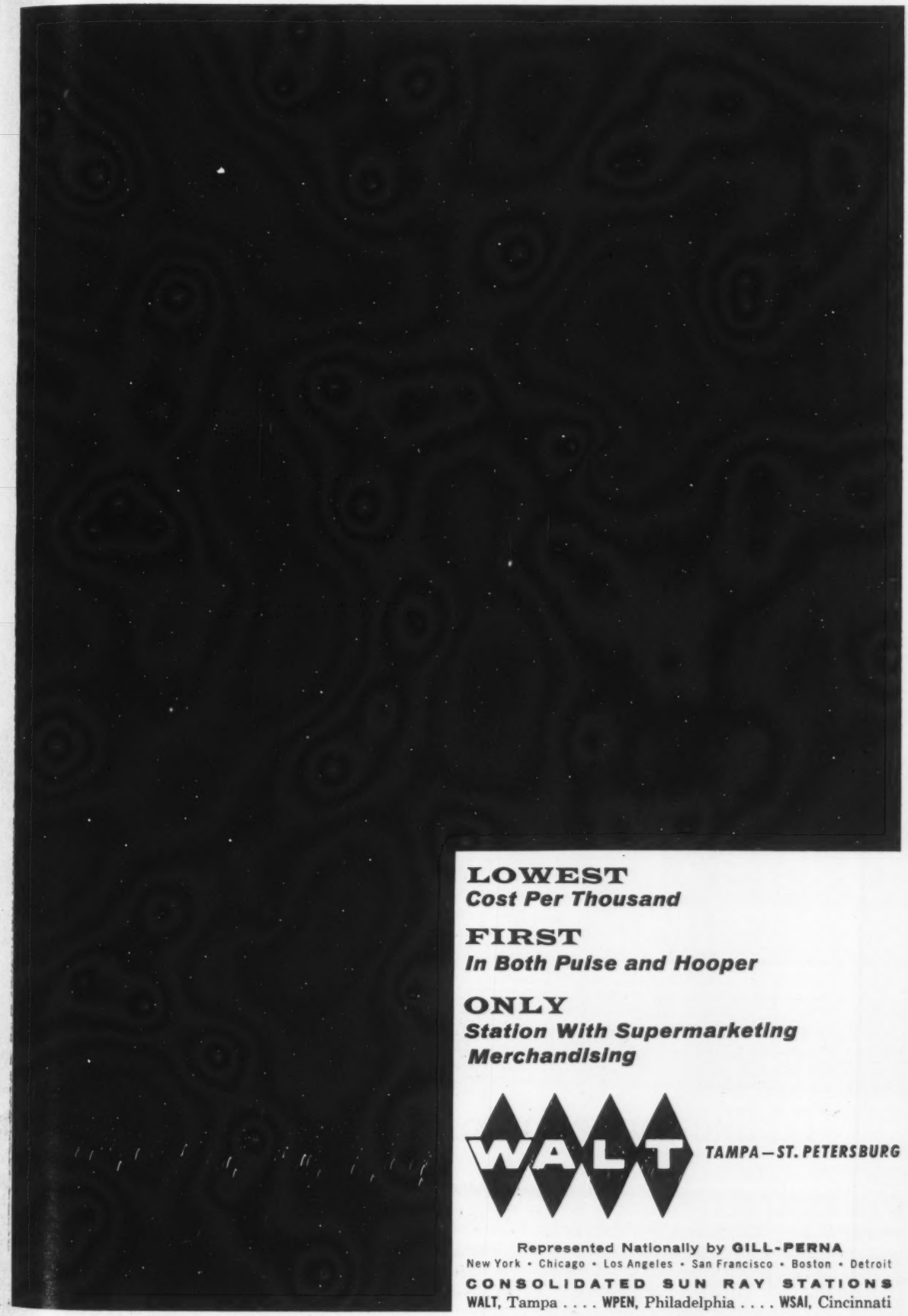
At a meeting of program personnel, Mr. Goodwin said, Mr. Cooke assigned the various disc jockeys to regular hours of on-the-air duty and explained the way in which records to be broadcast were selected. He said he also explained the "Find Perry Allen" contest, with the prize starting at $10,000 and dropping $1,000 a day until Mr. Allen had been found. Mr. Goodwin recalled that Frank Pollack, one of the disc jockeys, had remarked that Chuck Blore and Bob Purcell, program director and general manager respectively (of KFWB Los Angeles), knew where Mr. Allen was, but Mr. Cooke said only he and a few others had this information.

On Sept. 3, Mr. Goodwin stated, he did handle the *Perry Allen Show* and did play some of the tapes prepared by Mr. Allen and did augment them by his own solicitation to listeners to go out and look for Perry Allen.

Another disc jockey, Bob Cole, employed at KRLA from Aug. 23, 1959, to Oct. 4, 1960, similarly testified that Jack Cooke had announced the "Find Perry Allen" contest at a staff meeting on Aug. 28, 1959, and a couple of days later, Mr. Cole said, Mr. Cooke had given the details of the contest. He said that Perry Allen tapes, saying "I'm Perry Allen" and describing his physical characteristics and clothes and urging listeners to "come look for me," were to be broadcast, with a Los Angeles restaurant mentioned as a likely place to look.

Objection ▪ Mr. Cole said he objected to the plan on ground that if any one should find out that Perry Allen was not in Los Angeles "we'd be in trouble." He said he suggested instead that the contest be built around Mr. Allen's cross-country trip from Buffalo to Los Angeles, with the prize going to the person who guessed most nearly the time of his arrival. Mr. Cooke's reaction, he recalled, was in substance, "Don't you worry. I'll take care of it."

On Sept. 3 all the KRLA disc jockeys were given fact sheets about Perry Allen, from which they were to make their own ad lib remarks, Mr.



LOWEST
Cost Per Thousand

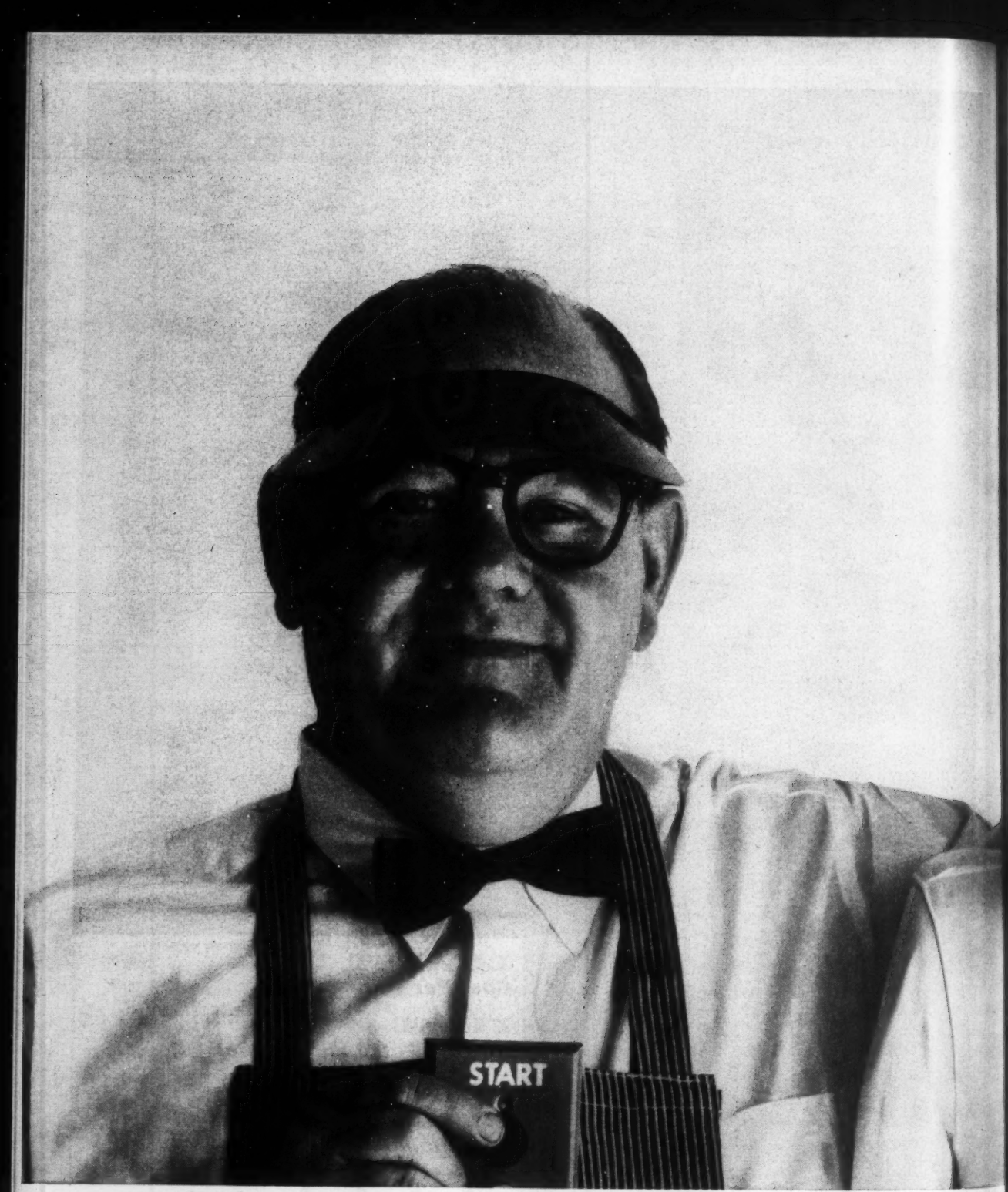
FIRST
In Both Pulse and Hooper

ONLY
Station With Supermarketing Merchandising

WALT *TAMPA—ST. PETERSBURG*

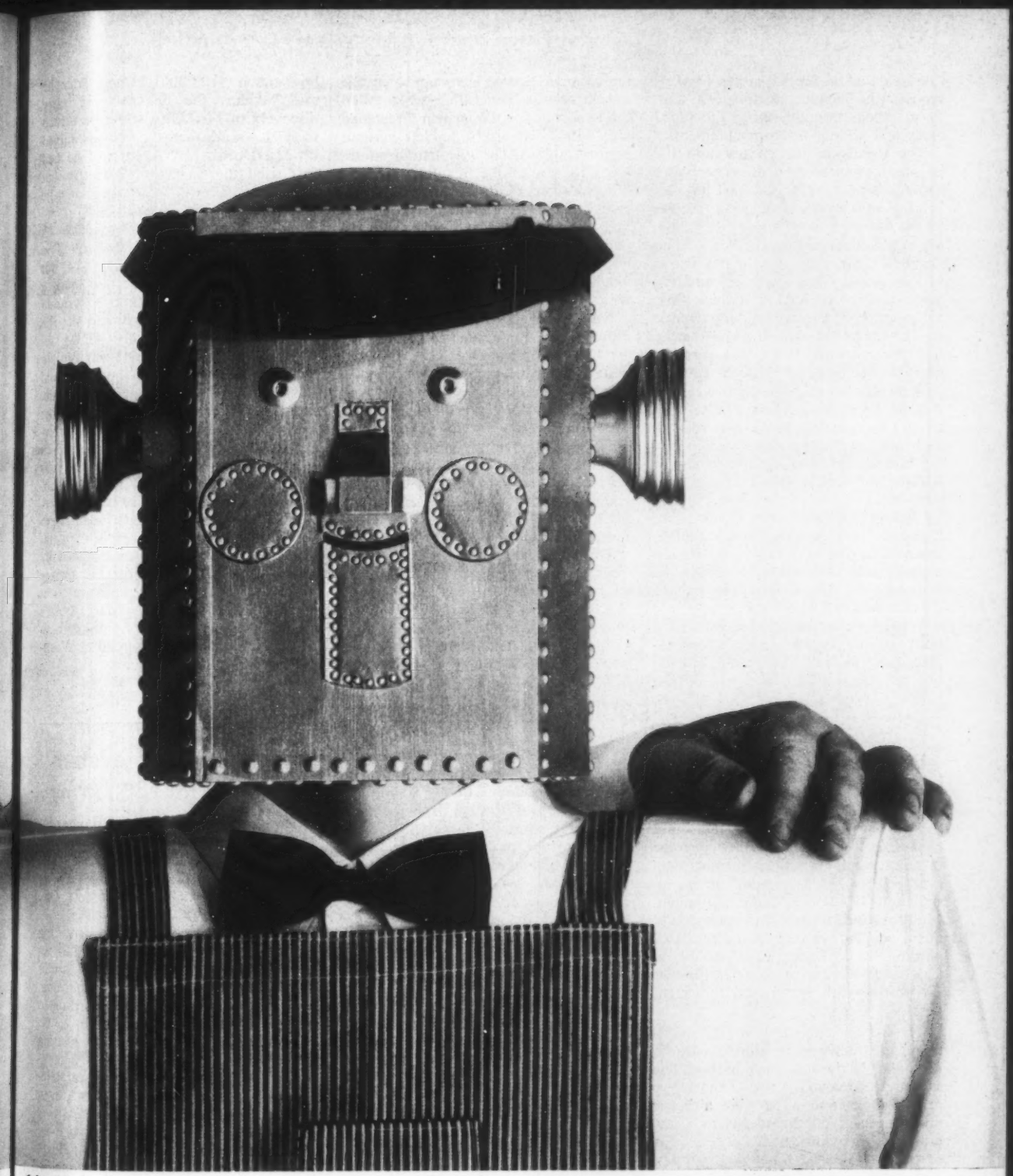
Represented Nationally by **GILL-PERNA**
New York • Chicago • Los Angeles • San Francisco • Boston • Detroit

CONSOLIDATED SUN RAY STATIONS
WALT, Tampa . . . . **WPEN**, Philadelphia . . . . **WSAI**, Cincinnati



I'd like you to meet my new helper—a new mail

Here! The first fully automated U.S. Post Office–in Providence, R. I. Its immediate objective: To speed up handling of mail and parcels *right now!* Its long-range objective: To handle *all* the far bigger mountains of mail anticipated in the not-too-distant future! And—as the pilot project in modern mail handling—it is the forerunner of other such installations for speedier mail delivery all over the U.S., and for greater and more efficient postal service to the public. In the postal past, all operations were carried on by hand. As postal things stand now, much of the more than 65 billion pieces of mail yearly must be picked up by human hands, its addresses read by human eyes, its bulk put somewhere or other on an average of 12 times! No wonder that love-letter or that check was late! It's all a big job. And a dull one, by and large. A job that calls, indeed shrieks, for automation. A job that demands the resources, and experiences in similar Communications challenges, of ITT, the worldwide communications and electronics organization. For the Providence job



uller, canceler, sorter and Parcel Post engineer.

– says a recent *Barron's* article – ITT "was a logical candidate since it can furnish more of the basic paraphernalia than anyone else." If we (ITT) had written the article, we'd have added that we were also chosen for this job because of our success with semi-automated post offices in the U.S. and fully automated ones in Europe... because fully automated delivery is basically a challenge in over-all Communications – not just isolated mechanization. And Communications (via telephone or cable or letter or interstellar satellite) is ITT's business. ITT is 7,200 idea-exchangers exchanging ideas in 24 countries – a total of 101 plants and 130,000 employees. Happy thought: Just think of our friend up there on the left. Soon to be relieved of all that culling and squinting and endless reaching into endless boxes! His ITT friend (on the right) is going to free him for more productive postal work. *International Telephone and Telegraph Corp., 67 Broad St., N.Y. 4, N.Y.*

ITT

Cole said and on Sept. 4, at Mr. Cooke's request, he conducted the 6-9 a.m. Perry Allen program, using the taped clues and adding his own comments.

The details of the contest and the negotiations preceding it once more and finally, so far as the Los Angeles hearing was concerned, were recited by the hearing's last witness, Mr. Allen, or, as he identified himself, Perry Allen Gerstein. Mr. Allen said that a friend in Los Angeles had given an audition tape of his to KRLA (which Mr. Wheatley had rejected as "too frantic for the sound he wanted") and that he had also contacted Hal Cooke (brother of Jack and Don) at CKEY.

Sometime during the last week in August 1959, Jack Cooke called him from Los Angeles, Mr. Allen related, and told him he was interested in hiring him as the morning disc jockey at KRLA and could he be there that weekend. "I was very excited and said I'd like to try," Mr. Allen recalled, but he had a contract with WKBW Buffalo and said he'd have to talk to the station management and see what could be worked out. Mr. Cooke told him to do that and call him back.

WKBW refused to release Mr. Allen until he had found a satisfactory replacement, he said, and he did, but the replacement had to give notice at the station he was then with, so Mr. Allen had to stay at WKBW, which threatened him with a lawsuit if he left without permission. All of this had been relayed to Mr. Cooke in numerous long distance conservations, Mr. Allen recalled, and after a Buffalo attorney he had consulted at Mr. Cooke's request had told him his contract with WKBW was binding, it was agreed that he would join KRLA as soon as possible, which would be about Sept. 12, 1959.

How It Began ▪ Mr. Cooke said that a promotion was needed to compensate for his late arrival at KRLA and suggested a cross-country tour contest, then said that he had a better idea and outlined the "Find Perry Allen" idea, Mr. Allen related. He prepared the tapes suggested by Mr. Cooke and the next day received a call from him to say they were fine but too long and could he cut the spots down to 30 seconds. Mr. Allen agreed and taped more announcements.

His next conversation with Mr. Cooke was on Sept. 4, when he called to report he had been found (in a WKBW studio during a newscast) and to ask what he should do now. Mr. Cooke's first reaction, Mr. Allen stated, was "Good God, Perry, do you know how much $10,000 is?" but later he said perhaps the unexpectedly early discovery of Mr. Allen could be turned to KRLA's advantage. Cross examined by Mr. Dowd, Mr. Allen said he had first tried to reach Mr. Wheatley but had been uable to do so, and later he had talked to Mr. Cooke.

Asked about his first broadcast on KRLA, Mr. Allen said that his first regular broadcast was on Sept. 14, but on the 13th, a Sunday, he had made a brief announcement to end a write-in contest KRLA had conducted on the exact time of his arrival. KRLA reimbursed him for his fare from Buffalo to Los Angeles, he said, but he could not recall when this payment was made. He is a little vague as to details, he stated, because the excitement of arriving in Los Angeles was intensified when he was handed a bunch of dollar bills and told to join other KRLA personalities in selling them at 50 cents apiece.

This unexpected remark seemed to Mr. Dowd to offer a possible explanation of the $200 cash check signed by Jack Kent Cooke and on his urging that "Mr. Allen's vague memory not be allowed to impeach Mr. Cooke's earlier testimony," Mr. Cunningham ordered the hearing continued in Washington, D. C., at a later date.

EQUIPMENT & ENGINEERING

Two-way radio value to newsmen stressed

Two-way radio is helping radio and tv stations to bring on-the-spot coverage of news events to audiences faster than ever before. In a roundup on its installations of two-way radio equipment, Motorola Inc. reports that such equipment, coupled with its "Handie-Talkie" portable radiophone, was enabling at least three stations to cover fast-breaking stories with speed and thoroughness.

The report cited the WFBR Baltimore, Md., coverage of a fire aboard an oil tanker in the Baltimore harbor. The station employed two shortwave ground units and a portable airborne unit to report on the scene from several vantage points.

The report also noted that WPRO-AM-TV Providence, R. I., were able to more than double the amount of on-the-spot news coverage with the two-way radio system. During a recent New England manhunt, the stations broadcast on-the scene accounts of the final moments of the manhunt by the use its two-way system and portable radiophones.

The two-way radio system also played an important part in a big story for WVET-TV Rochester, N. Y. It was used first in getting WVET staffers to a tragic fire and was later used to relay news bulletins to the station.

The two-way system is being used by an increasing number of stations, the Motorola report states, including WISN Milwaukee, WCOM Parkersburg, W. Va., WCPO and WCKY Cincinnati, Ohio, and KSFO San Francisco. All stations report faster coverage of news events by using the system.

Admiral reaffirms fears about Japanese imports

Japanese electronic imports continue to harass Chicago suppliers, rising 75% the first six months this year, and threatening to put some firms out of business in the next 12 years, an Admiral Corp. spokesman asserted Thursday.

Martin Sheridan, its public relations director, told the Electronics Electrical Commodities Group of the Chicago Purchasing Agents Assn. that shipments in second quarter alone were "41 million higher than those for the entire year of 1958. He based the report on U.S. Government statistics. Unless restrictions are imposed on the current free flow of low cost Nipponese products, he declared, a lot of firms in Chicago and elsewhere will go under. Already their business has shrunk sharply, he pointed out.

Long distance tv system developed for U. S. Army

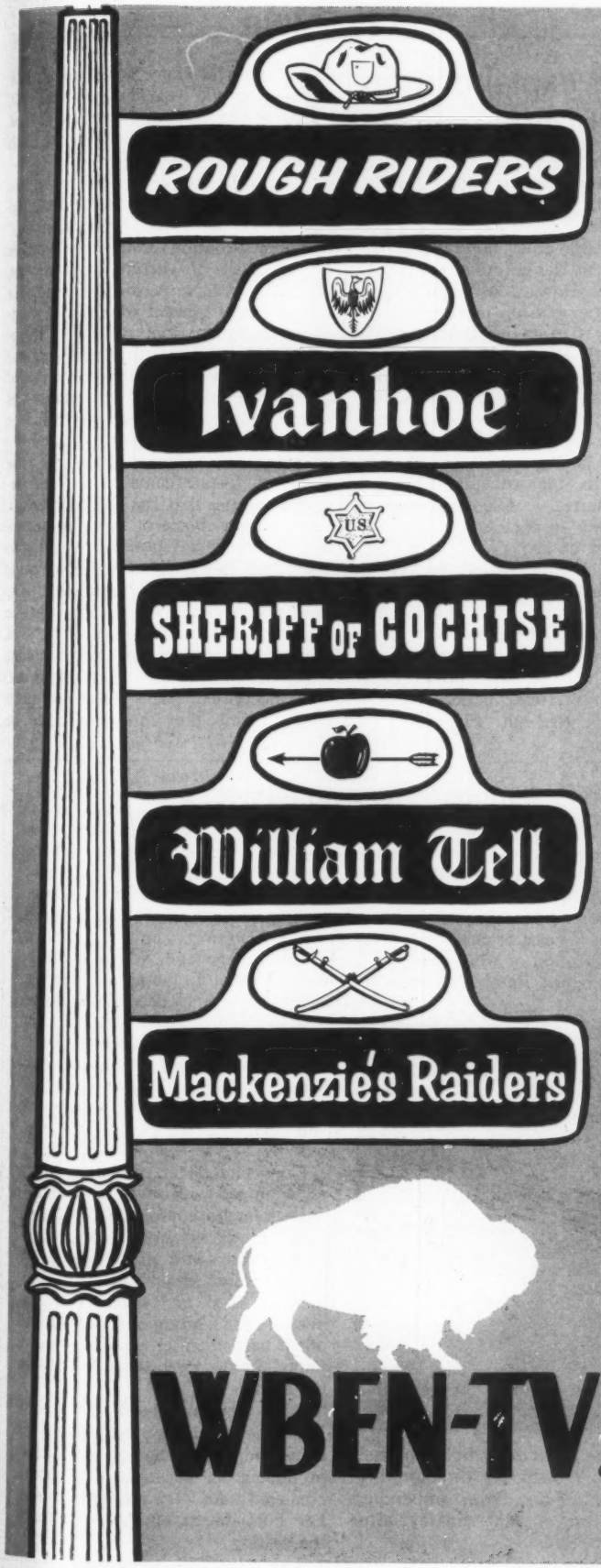
Development of a long-distance, interference-free television system for the U.S. Army was claimed last week for Colorado Research Corp. by its parent company, Bell & Gossett Co., Morton Grove, Ill.

The system is capable of transmitting clear tv pictures over several miles regardless of intereference from "radio noise activities," sunspots, lightning, aircraft and other sources, according to R. E. Moore, president of B & G, manufacturer of hot water heating systems and pumps and heat exchangers. The system is called digital television transmission and can even transmit signals from outer space.

Mr. Moore stated the system may have application in space technology, military communications, reconnaissance and, finally, in private industry.

Colorado Research Corp., Broomfield, Colo., received a $376,000 contract from the Army signal supply agency to manufacture the system, following contracts for research.

The system breaks a signal into millions of "off-on" impulses every second and, though they may be distorted by interference, they can be recognized by a special receiver capable of rearranging them into a perfect picture.



WBEN-TV

6pm-6:30

strip programming is

EASY STREET

for spot advertisers

WBEN-TV strip programming of top-rated film shows can put your products on EASY STREET in the Western New York market.

Viewers find the night-after night variety of action and adventure a welcome beginning to their evenings TV fare.

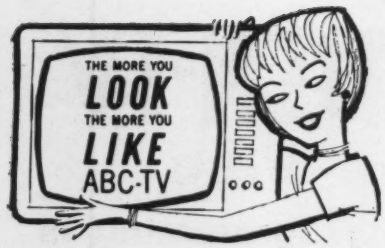
And you'll find it a welcome place to spot your product sales story. Class B rates for the avid, adult audience plus WBEN-TV's outstanding coverage and penetration of the Western New York-Canadian Niagara Peninsula market make these Channel 4 spot-carriers a "best buy" and an attractive package to small-budgeted accounts.

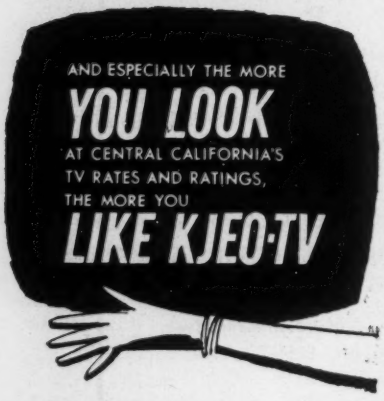
National Representatives:
HARRINGTON, RIGHTER AND PARSONS

WBEN-TV CH. **4**

CBS in Buffalo

Affiliated with WBEN Radio





channel 47
KJEO

abc for Fresno, California

J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.

See your H-R representative

ASCAP explains drop in quarterly payments

Sharp reduction in performance rights payments to ASCAP members for the third quarter of the year was due in part to the new consent decree, but there were also other non-related reasons, President Stanley Adams and Special Counsel Howard Millman told a west coast membership meeting Thursday (Nov. 10) at the Beverly Hills Hotel, Beverly Hills, Calif.

The third quarter, a time of summer replacements, is always the low quarter of the year, the speakers explained to the sparsely attended afternoon meeting, and this one looks particularly bad when compared to the exceptionally-good second quarter. ASCAP revenue dropped 4.6% in comparison with the third quarter of 1959.

The deduction of 5% off the top for special awards for serious composers and to writers of special material for night clubs and other places not measured by the performance surveys brought the drop in payments to members to almost 10% "under any system," they pointed out. Finally, an increase in performance credits from $28 million for the year ended Nov. 30, 1959, to $35 million in the year just ended reduced the cash value of each credit from 22¢ to 16¢.

Mr. Millman described in detail ASCAP's negotiation with the Dept. of Justice. He said Justice had first insisted that all distribution to members be made on the basis of current performance, but had agreed to permit each member to choose for himself whether he wanted to change to that system or to remain on the previous four-part distribution plan (involving calculations based on recognized works, continuity of membership, a five-year performance average and current performances).

"We didn't go to Washington. The Dept. of Justice came to us," he declared, noting that the ASCAP board, faced with a choice of trying to negotiate the best terms possible or going to court and taking its chances of being dissolved, decided to negotiate. The government charges were very fair, he said, and the original time limit of a few weeks was extended many months while the compromise was worked out.

If the present terms prove too much of a hardship, they can be modified, he

WNTA-TV lampoons its own business

WNTA-TV New York is poking fun at itself twice a day, Monday through Friday. It's tv within tv on *Studio 99½*, daily at 5:30-6 p.m. and repeated the next morning at 9:30. The cast of characters gives a fair indication of what goes on:

Ventriloquist Jimmy Nelson plays a harrassed floor man with these puppets: M. Ingmar Megaphone, hot-tempered director; David Summkind, a producer; Fuzzy Focus, myopic cameraman; Herman Hush, sound man who can't stand noise; Flash, a stagehand, very tolerant of show people; J. Bannister Flagpole, advertising-agency account executive; Six-Gun Sidney, cowboy star, and Bentley Hinkley, newscaster-weather man. Mr. Nelson's established characters of Danny O'Day, Humphrey Higsbye the actor, Farfel the dog and Ftatateeta the cat all take part, too.

Producer Summkind holds harried conference with his director, Ingmar Megaphone, over impending resignation of Mr. Hinkley after audio trouble.

Crew and talent mix it up on a set equipped with prop flats, microphones, audio consoles and weather maps, producing quiz shows, interviews, drama and all the staples of the television day, including commercials, real and fake. The real ones are for a group of food, toy and other participating sponsors who've joined *Studio 99½* since it went on the air this fall.

Budd Getschal (head of the New York advertising agency, bearing his name and a man who gets his "kicks" producing an occasional tv show) created *Studio 99½* and produces it. Lee Polk directs and the two share the writing.

Middle Western Spread

NOW THAT the frost is on the pumpkin and ducks are writing V's overhead, Eastern Iowans have a choice of fall spectaculars: the farm-, or town-, or city-born availability of near-by nature, or cosmopolitan entertainment, bought with the twist of a television dial. We compete with the changing seasons. Fortunately, it rains—and the nights grow frigid.*

Middle Western Eastern Iowa is east of the West that has been described as the place where it's always a long way from here to there. In WMT-land it's always a middle way from here to there. The scale is comprehensible. Distances, compressed by train and car and four-lane highway, have yielded to the march of mechanization and electronics. Yet Iowan's live spread out. The top six metropolitan centers account for only 31% of Iowa's population — and WMT-TV is home-town station for three of those centers.

In this spread-out market you need the coverage WMT-TV provides: 51 counties in Eastern Iowa with about 400,000 tv homes—more than half of all tv homes in all Iowa.

WMT-TV. Cedar Rapids—Waterloo. CBS Television for Eastern Iowa. Affiliated with WMT Radio, KWMT Fort Dodge. National Reps: The Katz Agency.

*Sets-in-use figures are often in the seventies. WMT-TV has the largest Eastern Iowa audience of all tv stations. ARB Metro Area Reports, Feb. '57—Nov. '59; NCS 1, 2, 3.

Color fashion show hits syndication trail

It's a matter of advertising arithmetic now to determine the future of a syndicated half-hour, *Fashion Firsts*. The numbers above decorate the set of one edition last season from a show that had a 39-week, sponsored run on WHDH-TV Boston. Now the producers are ready to take it on the road via color tape, with New York, Philadelphia, Chicago and Detroit on the early itinerary, other markets to be added as orders come through.

Ironically, for a program that anticipated a national tv fashion trend, *Fashion Firsts* has had to delay its airdate this fall while the Frith Corp., Boston producer, gathers the signatures that will make it a national show. The selling effort is being aimed both at stations and advertisers. Based on its three-cycle success last season in Boston and subsequent tv fashion developments in other markets (BROADCASTING, Sept. 19), Frith is confident its time is here. There is a four-market deal in progress, covering the first leg of the syndication route. Another pending sales to Naygay hoji Krisha, Ltd. of Japan for network showing and local sale, awaits resolution of the show's U.S. distribution. Firth is shooting for a November airdate here.

Fashion Firsts went on the air Sept. 2, 1959, for a group of participating sponsors selling air and ship fares, books, women's wear, men's wear and all kinds of apparel, banking, hotel accommodations, house furnishings, optical goods and photography.

WHDH-TV scheduled it in late morning time on Fridays and established a habit with kaffee-klatschers that showed up in post-show sales, ratings and attendance at promotional events, according to results files prospects are screening along with the new pilot.

The format is patterned on a fashion magazine, extending to control by an executive editor. But the tv features, unlike some of the periodical's, stress average appeal rather than high fashion. These features, gathered here and abroad, alternate with variety entertainment and segments on decorating, beauty and other women's-interest topics. The production corps includes two mistresses of ceremonies, models, announcers, singers, dancers and musicians, besides executive and technical staff. They work in color facilities of WHDH-TV, where Frith between seasons has been producing local fashion specials.

Frith, an organization of television, advertising and money men, is offering *Fashion Firsts* on a test lineup for 13 weeks in four cities at $780 for a sixth of a show. This covers production and talent, time (day availabilities have been scouted in metropolitan markets), live-on-tape production of one commercial and all insertion costs. The plan lends itself to national co-operative advertising as well as straight spot and local selling. If a group of advertisers wants the same markets, they can ask for program rates for a further saving. Frith provides promotion kits to station and sponsor.

There are many numerical possibilities in the complicated marketing exercise Frith is working out according to national, regional and local formulas. The company is counting on a winning combination this fall.

said, urging members to give the new system a fair chance. A change in the weighting of network performance credits to provide a better balance with credits for performances for individual stations will aid in stabilizing performance credits at about a $25 million mark, eliminating the year-to-year situations of the past.

Legion Auxilary 'mikes' awarded best tv shows

Awards for outstanding television programs have been announced by the American Legion Auxiliary. The organization will make the presentations of the "Golden Mike" awards at the preference of the recipients.

Winners were determined by a poll of the auxiliary's nearly I million members. *The Huntley-Brinkley Report,* NBC-TV, was chosen best current events program; *Father Knows Best,* CBS-TV, best family entertainment; *The Loretta Young Show,* the program with the greatest women's appeal, and The Theo. Hamm Brewing Co. for the most appealing commercial spot announcements. *Father Knows Best* and Hamms Beer won similar awards from the American Legion Auxiliary in 1959. There were no radio awards this year.

The Junior Golden Mike award, voted by members under 18 years old, went to *The Man and the Challenge,* produced by Ziv and shown on NBC-TV.

Heritage productions becomes unit of ITC

Heritage Productions Inc., New York, has been acquired by Independent Television Corp., New York, tv film distribution firm. Arthur (Skip) Steloff, Heritage's president has joined ITC as the general manager of a new division that will produce and distribute programs now under the Heritage banner and will prepare and distribute new programming.

Full details of last week's acquisition

YOU MAY NEVER WRITE A $35 MILLION MUSICAL*—

BUT... WKZO-TV's Popularity In Kalamazoo-Grand Rapids Will Be Music To Your Ears!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
June 6-July 3, 1960

Quarter Hours in Which Stations Deliver Most Homes				
	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon thru Fri.				
7:30 a.m.-Noon	80	10	89%	11%
Noon-6 p.m.	70	50	58%	42%
Sun. thru Sat.				
6 p.m. 9 p.m.	79	5	93%	7%
9 p.m.-Sign off	76	8	81%	19%

The latest facts about Kalamazoo and Grand Rapids are that, according to Television Magazine, *each* is among the 55 fastest-growing markets in population and households.

WKZO-TV is your most effective selling medium in this important market—delivers *far* more viewers than any other station. (See NSI box.)

Keep pace with the growth in Kalamazoo and Grand Rapids on WKZO-TV. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule!*

**10 million people have paid a record $35 million to see the Rodgers and Hammerstein musical, "Oklahoma."*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

were not made public, though the agreement is understood to include assumption of assets and commitments for future production. Heritage produces and distribute programs which feature sports personalities primarily (Roy Campanella, Dow Finsterwald and Leo Durocher among them). Programs developed have included *Campy's Corner* (distributed also for radio), *Golf Tip of the Day* and *Magic Moments in Sports*. Distribution rights included in ITC's acquisition include *Willie Wonderful*, a puppet cartoon; *Pulse of the City*, a 15-minute film series; *Animal World*, also a 15-minute program series, and *Call the Play*, a one-minute film that is designed to run back-to-back with a one-minute commercial.

Safety Council lists radio-tv winners

NBC Radio and the California Farm Network, plus the Canadian Broadcasting Corp. and CBS-TV, emerged with network public interest awards announced by the National Safety Council Friday (Nov. 11).

The council also cited eight tv and 30 radio stations for "exceptional service to farm safety" in connection with the 17th annual National Farm Safety Week this past July and during the preceding 12-month period.

Television stations honored were WKJG-TV Fort Wayne, Ind.; WIBW-TV Topeka, Kan.; WHDH-TV Boston; KOMU-TV Columbia and KFEQ-TV St. Joseph, both Missouri; WRGB (TV) Schenectady, N. Y.; KGW-TV Portland, Ore., and WCAU-TV Philadelphia, Pa. WIBW, WHDH, KFEQ, WGY and KGW also won companion radio honors. Additionally, 12 farm magazines were receipients of awards.

Serving as judges were Preston J. Foster, information service director, American Farm Bureau Federation; William Mason, farm program director of WBBM Chicago; Jim Thompson, managing editor, *Prairie Farmer*, Chicago, and Maynard H. Coe, farm safety director of the council.

List of the winners follows by states:

California—California Farm Network, Berkeley; *Colorado*—KUBC, Montrose; *Illinois*—WBBM, Chicago; WDZ, Decatur; *WLBK*, DeKalb; *Indiana*—WKJG-TV, Fort Wayne; *Iowa*—*Iowa Farm Bureau Spokesman*, WHO, DeMoines; KXGI, Fort Madison; *Kansas*—"Kansas Farmer," "Missouri Ruralist," WIBW-AM-TV, all Topeka; *Kentucky*—*Kentucky Farmer*, *Tennessee Farmer & Homemaker*, Middletown; *Massachusetts*—WHDH-AM-TV, Boston; *New England Homestead*, Springfield.

Michigan—WHFB, Benton Harbor; *Michigan Farmer*, WKAR, both East Lansing; *Missouri*—KOMU-TV, *The Missouri Farmer*, Columbia; KLIK, Jefferson City; KCMO, WDAF, both Kansas City; KMMO, Marshall; KFEQ-AM-TV, St. Joseph; KMOX, WEW, both St. Louis; KWTO, Springfield; *Nebraska*—WJAG, Norfolk; *New York*—NBC Radio Network, New York; WGY, WRGB (TV), Schenectady (Albany); WHAM, Rochester; *North Carolina*—WSJS Winston-Salem; *Ohio*—WLW, Cincinnati; *Republic Farm Spokesman*, Cleveland; *Ohio Farm Bureau News*, Columbus; WRFD, Worthington; *Oregon*—KOAC, Corvallis; KGW-AM-TV, Portland; *Pennsylvania*—WCAU-TV, Philadelphia; WEJL, WGBI, both Scranton; *South Dakota*—*Dakota Farmer*, Aberdeen; WNAX, Yankton; *Tennessee*—WNOX, Knoxville; *Virginia*—*Southern Planter*, Richmond; Canadian Broadcasting Corp., radio & tv networks, Toronto.

Program notes . . .

Name change ▪ WOR Recording Div., RKO General Inc., has changed its corporate name to RKO Sound Studios, according to John B. Poor, vice president and treasurer of RKO General. The recording division's name is being changed to "identify it more closely with its corporate structure and its client services."

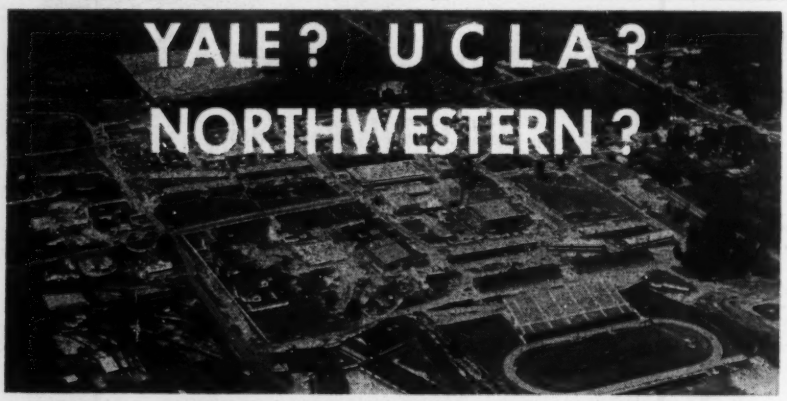
New cartoons ▪ *Snip and Snap* and *Foo Foo*, two new animated film series, will be distributed by Interstate Television Corp., New York, according to an announcement from Lloyd Lind, general sales manager of the firm. *Snip and Snap*, containing 26 episodes, is designed for the children's market. *Foo Foo*, also with 26 shows, is an adult cartoon series.

More movies ▪ Jayark Films Corp., N. Y., has acquired ownership of five motion picture features produced by Cagney Productions Inc., Hollywood, and will place them into tv distribution in this country immediately and in theatrical re-issue abroad. The films are "Bugles in the Afternoon" (1952); "Kiss Tomorrow Goodby" (1950), "Only the Valiant" (1951), "Blood on the Sand" (1945) and "Johnny Come Lately" (1943). Reub Kaufman, Jayark president, said the company now has more than 50 post-'50 features in its library and plans to augment the number by negotiating with independent American producers.

'Diver Dan' debut ▪ *Diver Dan*, a new children's fantasy tv series featuring animated puppets, live fish and two live characters (Diver Dan and Minerva the Mermaid) is scheduled to make its debut in 25 cities tomorrow (Tuesday). The program, a product of Young Productions, Philadelphia, is being produced by Brian Cartoons, that city.

Language broadcasts ▪ KMLA (FM) Los Angeles has added international flavor to its programming by inaugurating foreign-language programs from 6 a.m. to noon daily. The languages include Yiddish, French, Spanish, German, Italian and Hungarian with each show hosted by a leading figure from the communities represented.

Home thoughts from abroad ▪ Local stations can get exclusive overseas taped reports from local citizens who are visiting in Great Britain through a newly established programming service. In addition to interviewing servicemen, students or businessmen, etc., located in Great Britain, the service will supply



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

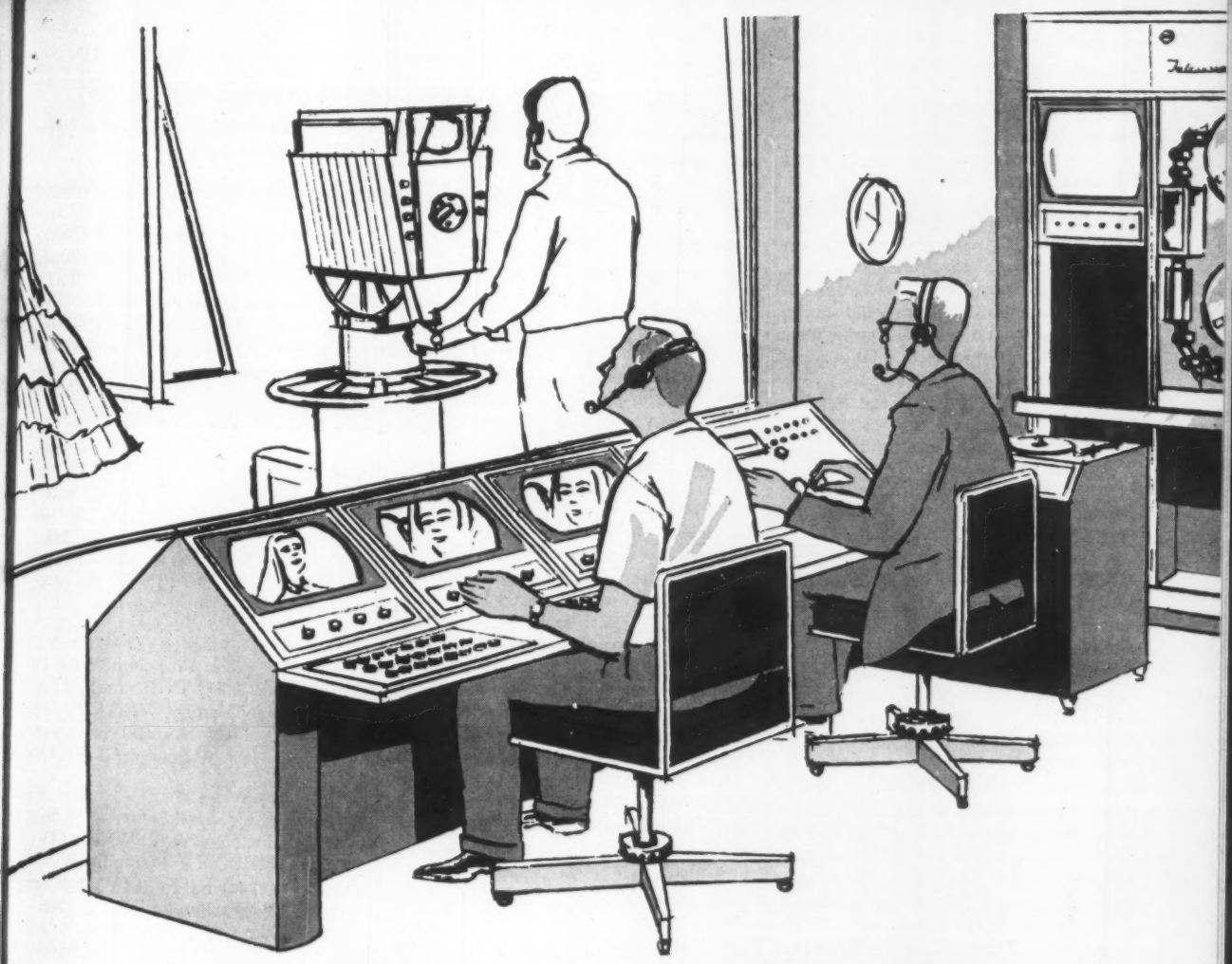
KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Grambling College, Grambling, La.; one of nine 4-year colleges in our coverage area. This college has an enrollment of nearly 3,000 and a staff of 236 persons.



Get the TV Tape System with a "Matched" Line of Program Production Equipment

With an RCA TV Tape System you get equipment that is *designed* for incorporation into a complete package. You get everything you need from one reliable source of supply—from cameras to TV tape recorders, including audio, switching, and special effects. You obtain equipment with a background of experience that is without equal in the film and television industries. You get the finest pictures—both color and black-and-white . . . Why risk the chance of failure with unmatched equipment when you can get equipment from RCA that is matched—both electrically and mechanically—to work in a system.

Broadcast and Television Equipment • Camden, New Jersey

RCA TV Tape Recorder • RCA Video Equipment • RCA TV Film Equipment • RCA Audio Equipment • RCA Switching and Special Effects • RCA Film Recording Equipment (Studio or Mobile—Monochrome or Color)

WHY NOT LET AN "OLD HAND" ASSEMBLE YOUR TV TAPE PRODUCTION PACKAGE?

Free Brochure on RCA Customized TV Tape System is available. See your RCA Representative. Or write to RCA, Dept. NB-22, Building 15-1, Camden, N.J.

The Most Trusted Name in Television

® RADIO CORPORATION OF AMERICA

a series of programs on towns in Britain having the same names as those in the United States. For rates and further details write Michael Gore, 7 Elmwood Crescent, Luton, Beds., England.

Pray together ▪ The worldwide Family Communion Crusade, in conjunction with the Blessed Sacrament Fathers, offers at no cost to radio stations a series of one-minute inspirational shorts, five-minute interview and commentary shows and a 30-minute dramatic documentary program. The crusade's primary objective is to encourage families to attend church as a unit. It collects no dues and solicits no funds. Some 350 radio stations currently carry these features. Distribution is by Empire Broadcasting Corp., 480 Lexington Ave., New York 17.

Anchors aweigh ▪ The U. S. Coast Guard is offering a 28-minute color sound film to any tv station desiring to use it. The film won top honors at the International Film Festival in Salerno, Italy, this year as well as several other awards at other film festivals. Titled *Coast Guard Cutters Around the Continent,* the film is a true documentary of how three Coast Guard cutters discovered the Northwest Passage, climaxing a 450-year search by navigators of many nations. The Coast Guard also offers 23 other films to any tv station desiring them. For details, contact Chief, Public Information Div., U. S. Coast Guard Headquarters, Washington 25, D. C.

Sampler ▪ Tele Features Inc., N. Y., is applying the merchandising practice of distributing free samples of its product to help sell the company's *Comedy Carnival* package. During the month of October, Tele Features sent six assorted slapstick sound comedies free to any station willing to pay print costs. The distributor believes that once the samples are telecast, the "public will clamor for more." The comedy package includes such stars as Shirley Temple, Harry Langdon, Andy Clyde, Buster Keaton, West and Patricola and Howard and Shelton.

Cuban close-up ▪ WCKT (TV) Miami sent reporter-photograph Dick Lobo a short way geographically but a long way politically to visit Cuba for a five-day look at the controversial American naval base at Guantanamo Bay. Mr. Lobo interviewed Naval officers and enlisted men, their dependents and Cuban workers at various sites on the base for a documentary which was shown on WCKT Oct. 9 and repeated by request on Oct. 15. Mr. Lobo spent a day watching anti-aircraft missiles being launched from the deck of a cruiser based at Guantanamo and noted the presence of a Soviet freighter following the maneuvers in international waters for more than an hour. Although much of the reporter's footage was restricted by the Navy, the news show was hailed as providing "a penetrating look at the grimness of America's present position in Cuba."

Latest 52 ▪ The release of 52 additional half-hour episodes of *The Pioneers* into syndication has been announced by Peter M. Robeck & Co., N. Y., bringing the total number of available units to 104. *The Pioneers,* is selected episodes from the *Death Valley Days* series. It is placed in 65 markets.

Film sales...

Ten CBS Films series: Sold to VITV (TV) Virgin Islands.

Pony Express (California National Productions): Sold to KREM-TV Spokane; WLBZ-TV Bangor, Me.; KDAL-TV Duluth; WTAE (TV) Pittsburgh; KLIX-TV Twin Falls, Idaho; WBTV (TV) Charlotte, N. C.; KCKT (TV) Great Bend, Kan.; WCYB-TV Bristol, Va.; KOOK-TV Billings, Mont.; KNDO (TV) Yakima, Wash.; KVAL-TV Eugene, Ore., and WMCT (TV) Memphis. Now in over 150 markets.

40 Warner Bros. Features (Seven Arts Assoc.): Sold to KSD-TV St. Louis; WWLP (TV) Springfield, Mass.; WBEN-TV Buffalo; KONO-TV San Antonio; WOC-TV Davenport, Iowa; WTVH (TV) Peoria; WTVP Decatur, Ill., and WTVT (TV) Tampa-St. Petersburg. Now in 8 markets.

Space and *Challenge* (Ziv-UA): Sold to KRON-TV San Francisco; WJW-TV Cleveland; WHDH-TV Boston; CKLW-TV Windsor-Detroit; WAGA-TV Atlanta; WAVY-TV Norfolk-Portsmouth; WNDU-TV South Bend, and WGAN-TV Portland, Me.

I Led Three Lives (Ziv-UA): Sold to WCBS-TV New York; WNBQ (TV) Chicago; WHBQ-TV Memphis; WISN-TV Milwaukee; KBTV (TV) Denver; WMAL-TV Washington, D. C.; KSL-TV Salt Lake City; WOI-TV Ames-Des Moines, and WCTV (TV) Tallahassee.

The Jim Backus Show—Hot off the Wire (California National Productions): Sold to WRCV-TV Philadelphia for Lincoln-Mercury Dealers Assn.

INTERNATIONAL

AUSSIE TV OUTLETS NEARLY DOUBLED

Grant of 13 licenses brings Commonwealth total to 29

Australian Broadcasting Control Board on Nov. 8 allocated commercial tv station licenses to 13 companies, nearly equal to the number (16) of tv stations currently in operation there. The vhf channel awarded to each will be determined in perhaps two weeks, according to Australian News & Information Bureau, New York.

The new licensees by area are:

New South Wales—Newcastle Broadcasting & Tv Corp. Ltd., Newcastle-Hunter River; Television Wollongong Transmissions Ltd., Illawarra Richmond Tweed Tv Ltd., Richmond-Tweed Heads; Country Television Services Ltd., Central Tablelands.

Victoria—Ballarat and Eastern Victoria Television Ltd., Ballarat; Bendigo & Central Victoria Telecasters Ltd., Bendigo; Eastern Victoria Television Pty. Ltd., Latrobe Valley; Goulburn-Murray Television Pty. Ltd., Goulburn Valley.

Queensland—Darling Downs Tv Ltd., Darling Downs; Rockhampton Television Ltd., Rockhampton; Telecasters (North Queensland) Ltd., Townsville.

Tasmania—Northern Television Ltd., North Eastern Tasmania.

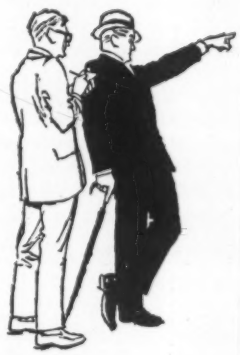
There were 45 license applicants for the 13 country areas, including five companies applying for the one commercial license for Canberra, which has a population of about 45,000. Lengthy hearings were held by the Australian Broadcasting Control Board to determine which companies would receive licenses.

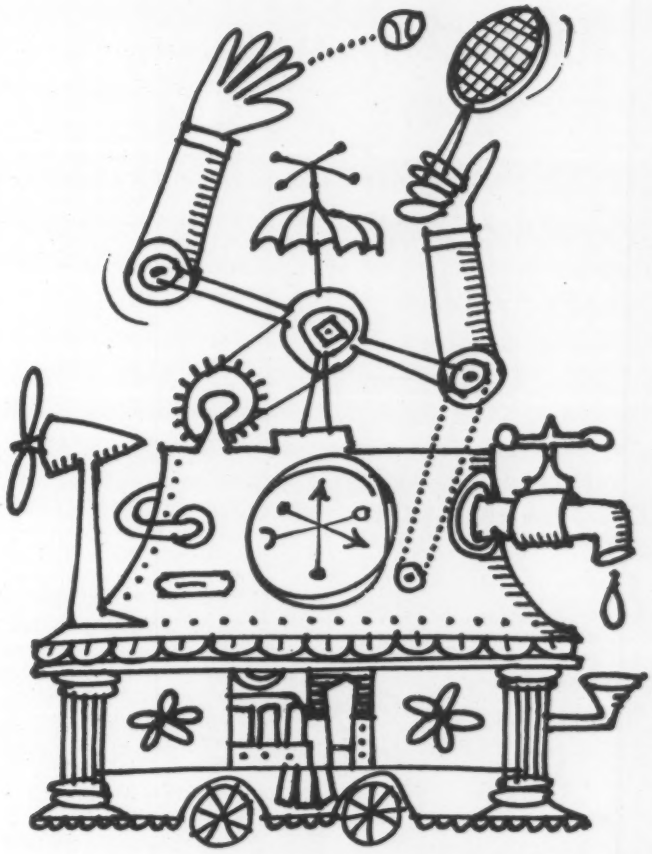
Television was introduced into Australian urban areas in 1956, and there are presently approximately 1,250,000 tv sets in the nation of 10.3 million population.

Abroad in brief...

Changing hands ▪ CHFI-FM Toronto, Ont., has been sold to Aldred Rogers Ltd., Toronto, subject to approval by the Board of Broadcast Governors and the Dept. of Transport, Ottawa, Ont. Joel Aldred is president of new television station CFTO-TV Toronto, and Ted Rogers is also an officer of the company owning CFTO-TV. Don Wright, vice-president and general manager of CHFI-FM, becomes president of the new owning company.

NEVER MIND WHAT IT COSTS... I'LL TAKE IT!





That isn't the wisest way to buy—not knowing what you must pay.

But these days most all Americans are paying for *one* thing without having any idea of its great cost—putting the U. S. government in the electric light and power business in certain parts of the country.

So far, more than $5,000,000,000 has been spent on these so-called "public power" projects. Billions more are proposed for the future.

The cost has been coming out of federal taxes. So would much of the cost of expansion. But such costs are not itemized in anyone's federal tax bill. No one knows how much of his money federal government power takes, or might take.

In fact, most of the American people don't even realize that the government is using their tax money for "public power."

MORE BILLIONS NEED NOT BE SPENT

All of the electric power that America will conceivably need can be supplied by America's independent electric companies.

They will use investors' money to build the facilities. Taxpayers' money will not be needed. *And the independent companies will produce taxes, to boot.*

NEW BOOKLET FOR WRITERS, BROADCASTERS, EDITORS

A special free booklet on federal "public power" spending has been published for newspaper, TV and radio people. It discusses costs, and trends, in a situation which is unfamiliar to much of the reading and broadcast public. Please fill in the coupon below.

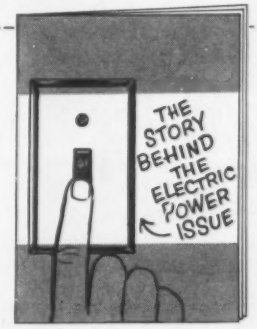
AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

POWER COMPANIES
Room 1125-U,
1271 Ave. of the Americas
New York 20, N. Y.

Please send me, without charge, the material checked below:

☐ "The Story Behind the Electric Power Issue"

☐ Names of companies that sponsor this message



Name _____
(Please print)

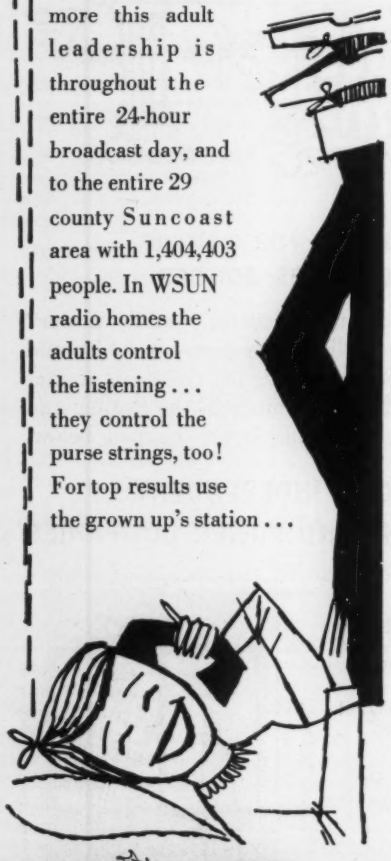
Address _____

City _____ Zone ___ State _____

That station has four equal sides - only Grown ups Listen to it!

If having a solid adult audience is square, we're the squarest!

WSUN has the greatest percentage (97.2%) of adult listeners of any station on Florida's west coast. Furthermore this adult leadership is throughout the entire 24-hour broadcast day, and to the entire 29 county Suncoast area with 1,404,403 people. In WSUN radio homes the adults control the listening . . . they control the purse strings, too! For top results use the grown up's station . . .



WSUN 620 KC
TAMPA - ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

Canadian satellites to duplicate U. S. tv

BBG GETS APPLICATIONS FOR NEW TV, POWER BOOSTS

A number of satellite tv transmitters for U. S. border tv stations will be applied for at the Nov. 29 public hearings of the Canadian Board of Broadcast Governors at Ottawa, Ont.

Horace M. Card is requesting a tv station at Saddle Mountain, B.C., to rebroadcast KXLY-TV Spokane, Wash., on ch 4.

Mount Sentinel Television Co-Operative wants a ch. 5 station at Mount Sentinel, B. C., to transmit KXLY-TV.

Sioux Lookout Chamber of Commerce, at Sioux Lookout, Ont., is asking for two satellites on ch. 9 to retransmit WDSM-TV Superior, Wis., and on ch. 7 to retransmit KDAL-TV Duluth, Minn.

H. Blakeborough is requesting a ch. 5 station at Keremeos, B.C., to retransmit CHBC-TV Kelowna, B. C.

CHCA-TV Red Deer, Alta., is applying for a power increase from 6.6 kw video to 13.2 kw video and from 3.3 kw audio to 6.6 kw audio on ch. 6, and is also applying for satellite stations at Coronation, Alta., on ch. 10, and at Banff, Alta., on ch. 10.

New Tv Stations ▪ CJNB North Battleford, Sask., is applying for a ch. 3 tv station there with 3.9 kw video and 2 kw audio power and antenna 155 feet above average terrain.

Canadian Broadcasting Corp., Ottawa, Ont., is requesting a tv station at Mont Laurier, Que., on ch. 3 with 4.64 kw video, 2.32 kw audio power and antenna at 573 feet. This will be a satellite at Mont Tremblant, Que., for which CBC is applying to rebroadcast CBFT (TV) Montreal, Que. The Mont Tremblant station is to be on ch. 11 with 600 w video and 300 w audio power and antenna 1,779 feet above average terrain.

CKMI-TV Quebec City, is requesting a power boost from 5.6 kw video to 13.85 kw video and 2.8 kw audio to 6.77 kw audio power on ch. 5.

CFCM-TV Quebec City, Que., wants a power boost from 12.7 kw video to 100 kw video and from 6.35 kw audio to 50 kw audio on ch. 4.

New radio stations are being applied for by CFSL Weyburn, Sask., at Estevan, Sask., with 1 kw on 1280 kc as a satellite; by James Alan Stewart at Ottawa, Ont., with 10 kw on 1250 kc; by Jean Claude Lefebvre for a French-language station at Valleyfield, Que., with 1 kw on 1370 kc; by CBC at Frobisher, Northwest Territories, with 40 w on 1200 kc.

Power increases are being asked by CFRB-FM Toronto, Ont., from 600 w to 200 kw and antenna height from 100 feet to 441 feet on 99.9 mc.; by CKOY Ottawa, Ont., from 5 kw day and 1 kw night to 50 kw on 1310 kc; by CFOX Pointe Claire, Que., from 1 kw to 5 kw on 1470 kc.

CKSL London, Ont., is applying for an fm station with 909.6 watts on 94.3 mc to duplicate programs of the am station.

Change of ownership through share transfers is being requested for CJET Smith Falls, Ont.; CHFI-FM Toronto, Ont.; and CJAD Montreal, Que.

Set sales dropping in Canada

Radio and television set sales continue to drop in Canada according to figures released by the Electronic Industries Assn. of Canada. In September tv set sales totaled 46,944 against 48,670 in the same month last year. Radio set sales dropped to 56,270 for September compared to 68,328 last year.

In the first nine months of this year 231,099 tv sets were sold against 371,222 in the same period last year, while radio set sales amounted to 361,740 in the January-September 1960 period compared to 413,496 last year.

Syndicate buys CJSS-AM-TV

CJSS-AM-TV Cornwall, Ont., will be sold, if approval is obtained from the Board of Broadcast Governors, to a syndicate composed of Bushnell Broadcast Assoc., Ottawa; Granada Television Ltd., London, England; Canadian Marconi Co. Ltd., Montreal; and Beaver Products Ltd., Montreal. Stanley R. Shenkman, president and majority stockholder of Cornwall Broadcasting Co. Ltd., Cornwall, Ont., announced sale of the station, which is represented by Stovin-Byles Ltd., Toronto. Bushnell Broadcast Assoc. is shareholder in new CJOH-TV Ottawa, Ont., and new CHOV-TV Pembroke, Ont., while Canadian Marconi owns CFCF-AM-TV Montreal.

Back to school

A four-year training course in advertising has been started this year at a cost of $700,000 by the Canadian Assn. of Advertising Agencies. Held at the Ryerson Institute of Technology, Toronto, Ont., it has 75 Toronto agency employes enrolled. The first year will cover the broad field of business. The second year will cover marketing, the third advertising and the last year agency management. The CAAA at its annual convention at Montebello, Que., decided to establish advertising courses at major universities so advertising men can have the same professional status as lawyers, etc.

SOUND MONEY MEANS A SOUND ECONOMY

Money is—despite its popularity—a widely misunderstood subject.

As a tool of business, money must be sound. It must be as dependable as any other tool, in order to provide predictable performance from year to year.

Sound money is indispensable for lasting, genuine prosperity; for national strength, and for economic integrity in this country. Unnecessary spending schemes make money unsound. Spending more than we earn now means ability to buy less later. Remember, the man who has to pay the Piper is *you* . . . if you earn a living, if you pay taxes.

REPUBLIC STEEL

CLEVELAND 1, OHIO

Republic Steel helps produce wealth for lasting prosperity

Industries need money to work with—just as much as individuals do. Republic Steel is continuously replacing worn out equipment; continuously planning for increased facilities; continuously developing new processes and new products. These are the seeds of future production, future jobs.

One of Republic's newest products is X-TRU-COAT* plastic coated steel line pipe. This pipe eliminates the most severe problem facing utility and petroleum companies —underground corrosion.

Recently completed facilities at Youngstown, Ohio, now make it possible for Republic to produce X-TRU-COAT in sizes up through 8-5/8" O.D. Maximum size previously was 5-9/16" O.D. Only Republic applies plastic to steel pipe to serve customers' needs in the transmission of fluids.

**Produced Under the Dekoron® Process*

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE
AT 52nd STREET

A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere... now with 500 individually decorated rooms and suites — and completely air conditioned.

The magnificent new

BARBERRY
17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138

KNOTT HOTELS

FATES & FORTUNES

BROADCAST ADVERTISING

E. Dean Landis, general manager in Chicago office of Compton Adv., elected senior vp and member of agency board of directors.

Charles D. Dunkin, vp in charge of client research at Ted Bates, N. Y., assigned to Colgate-Palmolive account group as vp and account executive on Colgate Dental Cream.

Al Sarasohn, vp at Kenyon & Eckhardt, N. Y., named creative group head.

Kurt Weihs, formerly art director of CBS-TV advertising department, joins Papert, Koenig, Lois, N. Y., in same capacity. He was with CBS for 12 years. **Rita Wagner Selden** joins agency as copy supervisor. She had been with Doyle Dane Bernbach on Colombian Coffee, and previously with Ogilvy, Benson & Mather. **Edward J. Rohan,** formerly of Kudner Agency, N. Y., becomes production manager at PKL.

George Emerson Cole, formerly of J. Walter Thompson, N. Y., joins Mogul Williams & Saylor, that city, as associate creative director. Previously, he was broadcast copy chief at Bryan Houston Co.

Mr. Lyman

John B. Lyman appointed director of Hollywood broadcast services for Foote, Cone & Belding. He assumes responsibilities held by late Edmund L. Cashman. Mr. Lyman is veteran of 23 years in radio and tv.

James M. Charlton named merchandising manager at American Home Foods, Div. of American Home Products Corp., N. Y. Mr. Charlton, who succeeds **Jack Conrad,** promoted to sales manager of grocery sales, joined company in 1945 as sales controller in N. Y.

Mildred Farren, Charles A. Ventura Jr., Dorothy Adamick and **Robert W. Anderson** join media department of N. W. Ayer, Philadelphia. Mrs. Farren, timebuyer, had been with Al Paul Lefton Co., Philadelphia, since 1954; Mr. Ventura, assistant timebuyer, was with WWBZ Vineland, N. J., as time salesman. Miss Adamick, who was assistant to advertising director at H. Daroff & Sons, Phila., becomes radio-tv estimator at Ayer. Mr. Anderson, formerly of Chrysler Corp., is assigned to radio-tv selection. **Elwyn R. Walshe,** producer-director, joins agency assigned to executive commercial production. **Stuart Gray** of NBC, will assist tv program analyst.

Mr. Bronner

Mr. Bullen

Maurice H. Bronner, executive vp of Olian & Bronner, Chicago, elected president, succeeding late **Irwin O. Olian.** Other changes: **Robert C. Bullen,** to vp in charge of account supervision, planning and creative functions; **Elmer Silha** appointed vp; **Sheldon Riskin** named account executive.

Denny Sargent, formerly associate copy director at Young & Rubicam, N. Y., joins McCann-Erickson, that city, as vp and associate creative director. Mr. Sargent, who was with Y & R for 14 years, was, at one time, head of agency's San Francisco tv commercial production department.

Robert S. McNamara elected president and chairman of board and chief executive officer of Ford Motor Co.

Richard L. Goodwin, former advertising manager for De Soto, named manager of truck advertising for Dodge.

Herbert H. Strauss, former commercial producer-director for program development at Ben Sackheim Co., N.Y., joins North Adv., that city, as radio-tv production manager.

Joseph Battaglia Jr., formerly of Doyle Dane Bernbach, N. Y., joins tv and radio department of Ben Sackheim Inc., that city, in charge of broadcast programming and tv/radio production.

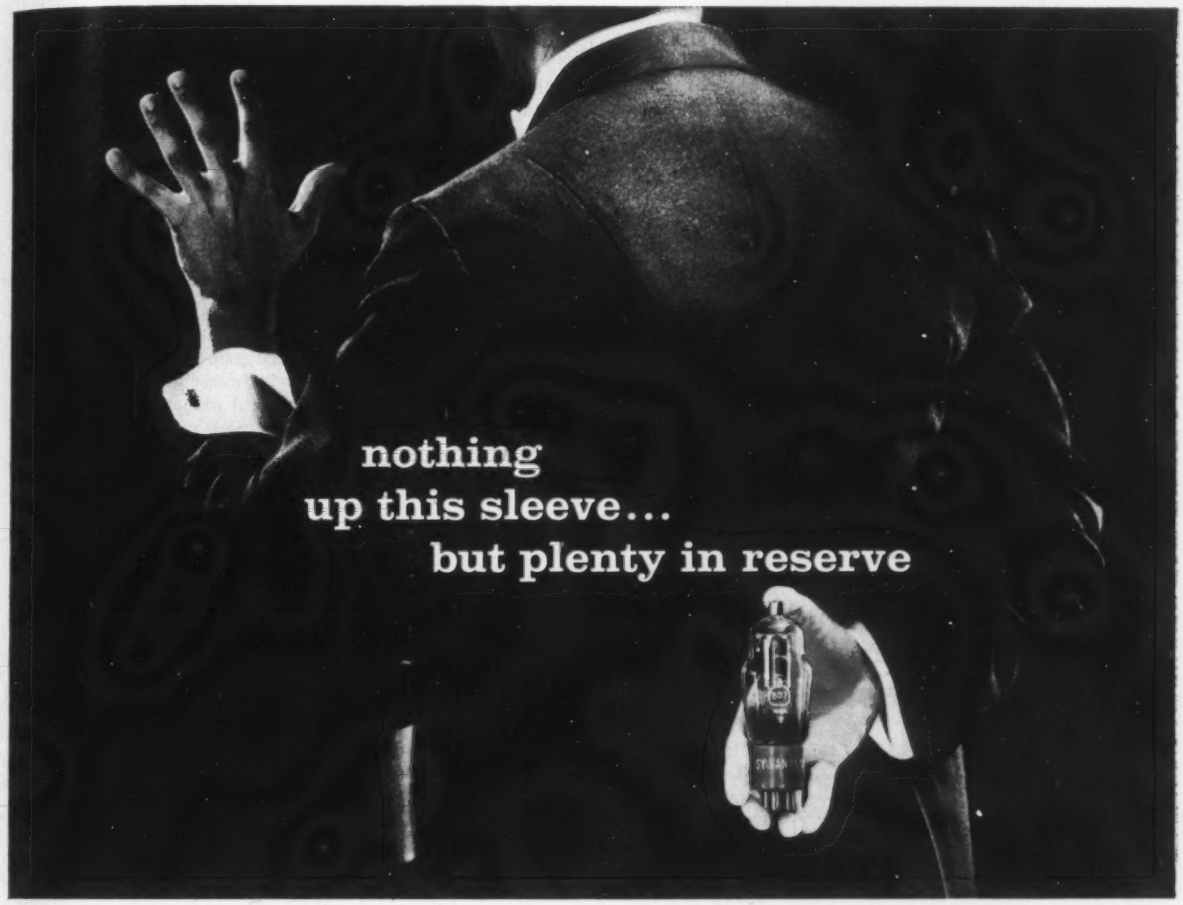
Arnold Smoller and **Donald M. Zuckert** appointed account executives on Wallace Labs account at Ted Bates, N. Y. Mr. Smoller was formerly with Thayer Lab Div., Revlon, as product manager, while Mr. Zuckert had been assistant to director of medical research at Bates.

Dennis Altman and **Martin Cohen** join North Adv., Chicago, as writers. Mr. Altman, one-time creative director on Simca automobiles for Richard N. Meltzer Adv., San Francisco, was last with McCann-Erickson, Chicago. Mr. Cohen was formerly copywriter for Montgomery Ward.

THE MEDIA

Buck Emory, formerly announcer and program director of KFRB Fairbanks, to KJNO Juneau, both Alaska, as station manager.

Richard Bremkamp Jr., sales manager at WCMW Canton, Ohio, promoted to assistant station manager.

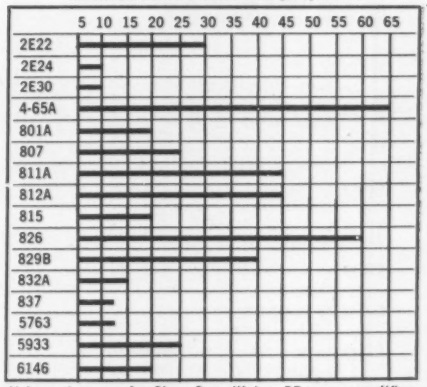


SYLVANIA SMALL POWER TUBES

No magic, no secrets, no foolin'. Conservatively rated, Sylvania small power tubes have plenty in reserve. For one thing, there's the outstanding Sylvania reputation for providing quality. The kind of quality that means long-life expectancy, lower tube costs per hour of operation, reduced maintenance time. For another, there's Sylvania power tubes' *high reliability* for maximum assurance of on-air continuity.

Call your Sylvania Industrial Tube Distributor for prompt service. He has plenty up his sleeve—one of the widest lines of tubes for broadcasting available. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 1211 1100 Main Street, Buffalo, New York.

POPULAR SYLVANIA SMALL POWER TUBES
MAXIMUM PLATE DISSIPATION (CCS) WATTS



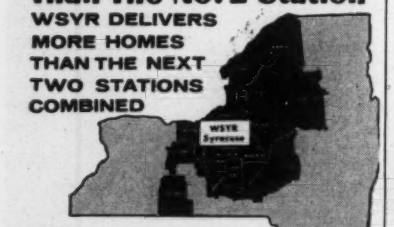
Values given are for Class C oscillator, RF power amplifier

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station



Top programming Top facilities
Top personalities make the difference.

*All figures NCS No. 2, weekly coverage

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR
5 KW · SYRACUSE, N. Y. · 570 KC

KRNT-TV is very big in Des Moines

Big in total audience — see all surveys
Big in total adult audience — see all surveys
Big in service to the community — see Central Surveys
Big in news — five years of dominance — see all surveys
Big in personalities — see Central Surveys
Big in believability — see Central Surveys
Big in local business — see FCC figures
Big in the lives of people in the community — see the people
Big in sales impact — see Katz

KRNT-TV is Des Moines Television

A COWLES OPERATION

Murrow missing

A familiar voice during virtually every significant political broadcast during the past 20 years was conspicuously missing during last week's presidential coverage. **Edward R. Murrow,** CBS commentator, suffered a slight case of pneumonia and was confined to bed. He is expected to return this week.

Thom Sherwood, formerly with WHLO Akron, Ohio, joins WCMW as program director.

Mr. Landay

Jerry M. Landay appointed national news editor for Westinghouse Broadcasting Co. with headquarters in Washington, D. C. He formerly was news supervisor at WBZ Boston. He will report to James L. Snyder, bureau chief.

Don Balsamo, account executive at KHJ-TV Los Angeles, promoted to sales manager. **A. J. (Tony) LaFrano** appointed director of news and special events.

Martin L. Nierman, executive vp at Edward Petry & Co., N. Y., elected to board of directors of Television Bureau of Advertising.

Glen Akins appointed assistant manager of tv operations for ABC-TV Hollywood. **Donald C. McCroskey** succeeds Mr. Akins as supervisor of tv engineering maintenance.

Vic Ludington joins WSPA-TV Spartanburg, S. C., as local and regional sales manager. He formerly was sales manager of WLYH-TV Lebanon, Pa.

Earl Baldwin, air personality at KXIV Phoenix, Ariz., promoted to program supervisor.

Ted Sax appointed program director at KORL (formerly KKAA) Honolulu. **Ken Cotler** joins station as air personality.

J. Arthur Stober appointed director of special events for WNHC-TV New Haven, Conn. He has been station's production manager. **Robert E. Terra** succeeds Mr. Stobler. **Jim Burnes** named associate news director.

Norman Wain joins WDOK Cleveland as program director.

Bill McRae of H-R Representatives elected president of Atlanta Station Reps Assn. **Dick Hunter,** Hollingbery, elected vp and **Joe Sierer,** Edward Petry Co., secretary.

Mr. Yeager

Jack Yeager appointed general sales manager at KHOL-TV Kearney-Holdrege and KHPL-TV Hayes City, both Nebraska. He formerly was account executive at WOW Omaha, Neb. He will be in charge of all sales for both stations.

Doug Walker, formerly sales manager at KAGO Klamath Falls, Ore., to KLIV San Jose, Calif., in similar capacity, succeeding **Ross McCarthy** who becomes commercial manager and assistant general manager at KXOA Sacramento, Calif.

David L. Doughty, staff attorney at NAB, promoted to assistant to manager of NAB's department of broadcast personnel and economics, succeeding James H. Hulbert recently named department manager.

Lila Lambert, promotion and merchandising director of WKRC Cincinnati, appointed promotion and publicity director for Taft Broadcasting Co. (WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio, WBRC-AM-FM-TV Birmingham, Ala., WBIR-AM-FM-TV Knoxville, Tenn., WKYT [TV] Lexington).

Mr. Kingsley

Mr. Beerbower

Ralph J. Kingsley, technical director of WBEN-AM-FM-TV Buffalo, N. Y., retires. He had been with stations for 30 years. Previously, he helped to build original WBAL Baltimore. He will be succeeded by **Glenn Beerbower,** assistant technical director. **Irving C. Shugardt** appointed assistant technical director.

Gene Trace, vp and general manager of WBBW Youngstown, elected presi-

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

dent of Ohio Assn. of Broadcasters, succeeding **Thomas A. Rogers** of WCLT Newark. Other officers: **Joseph Bradshaw,** vp and general manager of WRFD Worthington, vp-radio; **James Hanrahan,** vp and general manager of WEWS Cleveland, vp-tv; **Walter Bartlett,** general manager of WLWC (TV) Columbus, director-tv; **Sandy Dresbach,** vp and general manager of WPAY, director-radio. **Carlton S. Dargusch Jr.,** Columbus attorney, re-elected secretary-treasurer.

Tom Lawrie, formerly account executive at KOLN-TV Lincoln, Neb., to KLIN, that city, as regional sales manager.

Mr. Colvin

William B. Colvin, formerly advertising and sales promotion manager at WBZ-TV Boston, joins Television Bureau of Advertising, N. Y., as director of member services. Prior to his association with WBZ-TV, Mr. Colvin was director of station relations for TvB from 1956-58.

James U. Sweeney, assistant sales manager at WNHC New Haven, Conn., promoted to regional and local sales manager.

Pat Patterson, formerly with KSTT Davenport, Iowa, to WAMS Wilmington, Del., as program director. Other changes: **Jay Gilbert** to news director; **Jim Reilley** to news staff; **Dick Dobbyn** as air personality.

Edward G. St. Clair, formerly with WIBC Indianapolis, to announcing staff of WFGA-TV Jacksonville, Fla.

Jackie Oblinger joins WCHS-TV Charleston, W. Va., as host of daily womens show.

Brent Hill, formerly air personality at WDIX Orangeburg, S. C., to WSB-AM-TV Atlanta as staff announcer.

Mr. Wilson

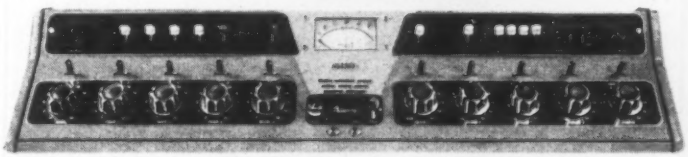
Robert S. Wilson, formerly general sales manager of KHOU-TV Houston, named vp and general manager of KXTV (TV) Sacramento, Calif. Mr. Wilson, who held his previous position since 1954, was, at one time, sales executive with Edward Petry & Co., and The Katz Agency Inc.

Symon B. Cowles, formerly director of advertising and promotion for WTTG (TV) Washington, to WNEW-TV New York in similar capacity.

James A. Gleason, formerly with RCA as engineering administrator at company's Burlington, Mass. plant, to

Don't Just Sit On That Old Console!

Trade it in for a New GATES "Gatesway"...



The Best Selling Audio System in its Class in America

Rising costs constitute quite a problem in most broadcast stations—so your cost control efforts should be concerned with old equipment that's *not paying its way.*

What about that old console in your station? Is it operating at peak efficiency? Or are you continually replacing parts and spending unnecessary money on engineering time to keep it in shape? Are you plagued with loss of air time?

Why not trade for a brand new *Gatesway* audio system, engineered and manufactured to help you *cut costs, increase profits and save you money for years to come!* The *Gatesway* gives your station that *extra sales appeal*—that clean, crisp, clear sound that means more listeners at the other end of the line. You will also have flawless programming through ease of *Gatesway* operation, plus constant on-air reliability.

How much is your old console worth on the purchase of a new *Gatesway?* Find out right now! Call the Gates Audio Products Division—BAldwin 2-8202. You may be pleasantly surprised.

As you read this, more than 500 Gatesway consoles are in operation across the nation.

GATES **GATES RADIO COMPANY**
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS
HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CO., 13 EAST 40th STREET, NEW YORK CITY

WPRO-AM-TV Providence, R. I., as business manager.

Ella Harllee, director of radio and tv department of Council of Churches National Capital Area, appointed director of religious film and tv production office of American University, Washington, D. C.

William Henning, formerly with WBRB Mt. Clemens, Mich., leaves radio to produce educational travel films.

Leo Derrick, promotion manager for WFMY-TV Greensboro, N. C., resigns to enter oil business.

Richard L. Bing, formerly with WNEM-TV Bay City, Mich., to WBCM, that city, as program director.

Mr. Harvell

Edward P. Harvell, former broadcast media supervisor for Shell Oil Co., joins tv sales staff of Avery-Knodel, N. Y. Mr. Harvell, who went to Shell in 1953 in sales capacity, later assumed responsibility for development and direction of radio-tv advertising.

Marshall A. Pite, account executive at WAVZ New Haven, Conn., promoted to local sales manager.

Charles E. Haddix, formerly western manager for Forjoe radio and tv rep, to Heritage Stations (fm stations) rep in similar capacity with headquarters in San Francisco.

William Travis and **Jack Hughes** named account executives at The Branham Co., N. Y.

Wes Potter, formerly with WPSD Paducah, Ky., joins WTVO (TV) Rockford, Ill., as assistant to program director.

Harry Hughey, news director at WBSR Pensacola, elected president of Florida United Press International Broadcasters. **Don Miller** of WDAE Tampa named vp.

Mr Eicher

Mr. Doty

Howard Eicher, vp and general manager of WSAI Cincinnati, announces resignation. **C. L. (Chick) Doty,** in charge of national and regional sales for station, succeeds Mr. Eicher as station director in addition to his current responsibilities.

Ray Barnett appointed account executive for KNX-CBS Radio Pacific Network Sales Department. He formerly was Los Angeles salesman for Independent Television Corp.

Jere Witter, news director at KPIX-TV San Francisco, promoted to public affairs director. **Deacon Anderson,** producer and member of station's news staff, succeeds Mr. Witter.

Harry R. Lapham appointed promotion manager at WJBF (TV) Augusta, Ga. Other changes: **Larry D. Bennett** to producer; **Art M. Malendoski** named production manager; **Joe L. Henderson** to art director; **Frank Starr** named announcer.

Edward G. St. Clair, formerly with WIBC Indianapolis, to WFGA-TV Jacksonville, Fla., as member of announcing staff.

Fahey Flynn, newscaster at WBBM-AM-TV Chicago, elected president of Chicago Unlimited, organization devoted to promotion of local radio-tv and other talent. **Mason B. Coppinger,** Universal Recording Corp., elected first vp and **John Weigel,** freelance announcer, second vp.

Jerry Gordon, formerly with WBUD Trenton, N. J., to KXOA Sacramento, Calif., as air personality.

Joel Sebastian, formerly air personality at KLIF Dallas, to WXYZ Detroit in similar capacity.

Ray Mann joins WBIC Bayshore, N. Y., as air personality.

PROGRAMMING

Peter G. Robinson and **Leon I. Mirell** named vps at Selmur Productions, subsidiary of American Broadcasting-Paramount Theatres. Mr. Robinson will be in charge of programs and Mr. Mirell in charge of business and administration.

Mr. Huston

William E. Huston, formerly director of international sales at Filmways, N.Y., joins Transfilm - Caravel Inc., that city, as vp in charge of tv commercial sales. Previously, Mr. Huston was for three years sales and promotion manager at MPO Productions, N. Y. From 1952-54 he was sales manager for tv commercial films at Screen Gems Inc.

Fletcher Markle signed to 20th Century-Fox TV producer contract and assigned to produce several segments of *Hong Kong.*

Milton Perlman, theatrical producer, joins Dynamic Films, N. Y., as producer.

Harold Cranton, formerly director of advertising and promotion at Metropolitan Broadcasting Co., N. Y., joins National Telefilm Assoc., that city, in same capacity, for NTA owned and operated stations and spot sales.

Jim Belcher, formerly of WWJ-TV Detroit, joins Artie Fields Productions Inc., that city, as head of sales department.

John Murphy, formerly with WQED (TV) Pittsburgh, establishes own film production firm, Eastern Film Productions, Atlanta, Ga. Firm will produce radio recordings and film commercials. Address: 420½ 8th St., Atlanta, Ga.

Antony Ellis, formerly producer of *Black Saddle* tv series for Four Star Productions, Hollywood, appointed producer of company's *Michael Shayne* series.

Edward C. Simmel, recently appointed western account executive for Major Productions on tv filmed *Ripley's Believe It Or Not* series, also continues as regional sales representative of Simmel-Webb Productions, representing various independent producers.

Dixon Q. Dern, resident counsel since

W A N T E D !

REPRESENTATIVES TO SELL
WELL ESTABLISHED, RELIABLE,
AUTOMATED BROADCAST EQUIPMENT

1. Exclusive Territories
2. Lucrative Markets
3. Adequate Commission Basis
4. Supported by National Advertising & Promotion
5. Multiple-Territory Organizations Will Be Considered

■ *Meet These Specifications? Interested? Then Write Us IMMEDIATELY!*

Box 853C Broadcasting Magazine
1735 DeSales St., N.W.
Washington 6, D. C.

September named assistant secretary of Desilu Productions Inc. Prior to DP he was in CBS Hollywood legal department.

E. L. De Patie, vp of Warner Bros., elected vp of Assn. of Motion Picture Producers, filling vacancy left by death of B. B. Kahane.

Sy Marsh, executive agent in tv department of William Morris Agency, Beverly Hills, has resigned effective end of this year, to become executive general manager of Knickerbocker Hotel, Milwaukee.

Ted Wescott, formerly with Wilding Inc., Chicago, to St. Louis office of Alexander Film Co. as vp in charge of films and merchandising for that area.

Stan P. Ferguson and **Mel H. Townsend** join American Radio News Service as correspondents in Los Angeles and San Francisco, respectively.

EQUIPMENT & ENGINEERING

Theodore Rossman and **Irving Rossman** elected chairman and president, respectively, of Pentron Electronics Corp., Chicago. Pentron produces magnetic tape recorders.

Leonard Murchison named national accounts manager, semiconductors, for CBS Electronics, Danvers, Mass. He formerly was west coast regional manager.

Robert L. Shaw, former president, Sylvania Home Electronics Corp., joins Emerson Radio & Phonograph Corp., Jersey City, N. J., as executive vp in charge of sales, merchandising and advertising.

Raymond W. Saxon, vp—sales, RCA Sales Corp., appointed to new post of vp, marketing.

Louis G. Pacent rejoins Emerson Radio & Phonograph Corp., Jersey City, N. J., as vp, manufacturing subsidiaries. Mr. Pacent was vp of engineering and manufacturing prior to his leaving company in 1958.

Niles P. Gowell named engineering manager for Raytheon Co.'s industrial components division, Newton, Mass. He had been chief engineer in company's receiving tube operation.

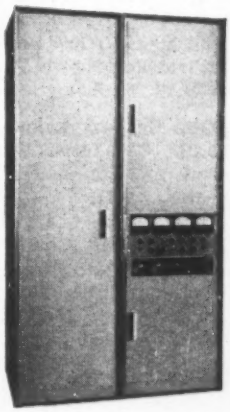
George D. Plowloff named advertising manager and pr director of Superscope Inc., Sun Valley, Calif. Company markets Sony monaural and stereo tape recorders and wireless microphones.

Charles L. Spenser appointed special engineering advisor for systems evaluation at Deco, Washington, D. C. Company deals in communications systems and antenna design and development.

John C. FitzMaurice appointed New York sales manager for electronic com-

"We have received many fine compliments on the sound of WCRB-FM and we attribute much of this to the quality of the performance of our GEL 1 KW Transmitter."

Mr. R. L. Kaye, Station Manager, WCRB-FM, Boston, Mass.



GEL 1KW FM BROADCAST TRANSMITTER

GEL's Multiplex Transmitter, Model FMT-1B, produces dependable performance with reliable stability of adjustment and minimum maintenance because of its high quality components and superior engineering. Original purchase price becomes minimal when compared with its trouble-free operating characteristics and steady day-in-day-out level of performance. Designed for unattended local and remote operation.

As in all GEL FM Transmitters, its fundamental unit is the GEL Exciter Model FME. This field-proven assembly has won the approval and confidence of broadcast station owners, operators, and engineers from coast to coast. The Exciter was designed especially for Multiplex operations, with characteristics providing the optimum main channel, a design feature followed in succeeding stages.

Either one or two sub-channels can be installed at any time without modification of the basic transmitter. Sub-channel quality closely approaches that of the main channel. Consistently low cross-talk is effected by complete RF shielding, separate Power Supplies, and other design features.

Model FME Exciter, consisting of main channel audio, oscillator-modulator, frequency multiplier, and 10-watt output units, each mounted on separate panels 5¼" high, is installed in a standard 19" Rack. Layout is vertical with components mounted so as to provide ready accessibility to circuitry and tubes for signal tracing and maintenance.

Exciter output is fed to the Power Amplifier. Power Amplifier cabinet also houses associated power supplies for plates, screens, and grids. Screen and bias supplies use silicon rectifiers saving space and reducing undesirable heat.

GEL makes available a complete FM Line including 15KW and 1KW Transmitters, and Exciters for converting conventional FM Transmitters to Multiplexing operation.

Write to Broadcast Sales, Dept. 1, for GEL FM Technical Bulletins

GENERAL ELECTRONIC LABORATORIES, INC.

18 AMES STREET, CAMBRIDGE 42, MASSACHUSETTS

ponents for General Electric Co.'s distributor sales components, Clifton Park, N. J.

John Tait appointed eastern division sales manager of American Concertone, Culver City, Calif.

Wesley E. Wood appointed distributor sales manager for Electronic Tube Div., Allen B. DuMont Laboratories, Clifton, N. J. **Richard J. Sparnon** named advertising and sales promotion manager.

Gerald F. Rester, formerly with Ampex Professional Products, Redwood City, Calif., leaves broadcasting to join Lockheed Aircraft Co., Palo Alto, Calif.

INTERNATIONAL

Mrs. K. B. Lehman joins Kenyon & Eckhardt, Ltd., Toronto, as media supervisor. **M. C. Folkard** appointed account executive and **George E. Coles** assistant account executive.

Herb Manning, formerly of news staff at *Toronto Daily Star,* to chief of news department at CKGM Montreal.

Joe Crysdale, sportscaster at CKEY Toronto, since 1942, to CFTO-TV, that city.

DEATHS

Arthur C. Kyle, 78, president of Syracuse Broadcasting Co. (WNDR Syracuse, N. Y.) and St. Lawrence Broadcasting Co. (WPDM Potsdam, N. Y.), died in Monticello, N. Y., Nov. 5.

Mrs. Margaretta Cox, 70, widow of late **Gov. James M. Cox,** former head of Dayton Newspaper chain and president of Cox Stations (WHIO-AM-FM-TV Dayton, Ohio; WSB-AM-FM-TV Atlanta; WSOC-AM-FM-TV Charlotte, N. C.; WCKR and WCKT [TV] Miami) died Nov. 6 in fire at her home in Dayton. Among survivors is **James Jr.,** current head of Cox Stations.

W. B. Geissinger, 64, board chairman and president of W. B. Geissinger & Co., Los Angeles advertising agency, died in that city Nov. 7 of coronary thrombosis. Before establishing his own agency, Mr. Geissinger was executive of BBDO, that city, and of old Lord & Thomas (now Foote, Cone & Belding). Prior to that he was director of advertising, merchandising and promotion for Sunkist Growers Assn.

Lee Jupiter, 39, account executive at The Pat McDermott Co., pr agency, died Nov. 3 of heart attack at his home in Syosset, N. Y.

J. Edward White, 34, sales service representative at NBC-TV Central Div., died Nov. 5 after a prolonged illness. He had been a network employe for over 13 years, serving first in communications and later in sales.

Johnny Horton, 35, ballad singer and former star of *Louisiana Hayride,* national radio show originating from Shreveport, La., died Nov. 5 in automobile crash in Milano, Tex.

Ward Bond, 55, star of *Wagon Train* and movie veteran of 32 years, died Nov. 5 in Dallas of heart attack.

FANFARE

A radio spectacular

Chattanooga's five fulltime stations have combined forces to present a five-hour intra-city campaign in behalf of the TB Assn.'s Christmas Seal drive today (Nov. 14) from 7 p.m. to midnight. Two daytime stations, WNOO and WRIP, will also give time separately to the campaign. Each of the five participating fulltime stations (WAPO, WDEF, WDOD, WDXB and WOGA) will prepare four 15-minute programs, featuring their disc jockeys. These will be fed, in rotated order, straight on through midnight from a master source. Stations plan to cut in and out during this period to allow for pre-sold newscasts, other commercial features, networks, etc. To insure a smooth five-hour program, one of the stations was designated to select the music and other stations will program their segments in accordance with this. The Hamilton County Tuberculosis Assn. has commended the stations for this public service effort.

TAPE IT ANYWHERE with Phono TRIX

PORTABLE ALL-TRANSISTOR TAPE RECORDER

- 50 hours playing time on 4 flashlight batteries
- Uses standard 3" tape —gives up to 90 minutes recording time
- Weighs 5 pounds; size: 9" x 5" x 4¼"

AS PORTABLE AS A CAMERA

Greatest idea since tape recording was invented—a precision machine that's truly portable! No waiting—you're ready to record instantly—indoors or out. Play back anytime. Use Phono Trix in office, home or car. It's ideal for businessmen, students, professional men, servicemen, clergymen—and for family fun. Quality-built for years of pleasure.

FASCINATING ACCESSORIES ALSO AVAILABLE

Telephone pick-up and amplifier $8.95
Stethoscope earphones 8.95
AC adapter 19.95

99.95

Dept. B11
MATTHEW STUART & CO., INC.,
156 Fifth Avenue, New York 10, N. Y.

GENTLEMEN:
Please send me full details on Phono Trix, and the name of my nearest dealer.

Name_____
Address_____
City_____ Zone____ State_____

How to cover a fair

Getting shot from a cannon is hardly the normal way for a broadcaster to look for a story, but that was one of several unusual techniques used by Harvey Dinkins, farm director at WSJS-TV Winston-Salem, N. C., in covering the Dixie Classic Fair in that city. To gather material for his daily *On the Farm* program during the recent fair, Mr. Dinkins did his initial show from a helicopter hovering over the Midway to describe the various offerings. He followed this up with a broadcast from the top of the Midway's Sky Wheel ride, and later joined his earthbound listeners for a more conventional tour of all the exhibits including livestock prize shows and farm product displays. But his feat of the week was to be bodily loaded into the muzzle of the Thrillcade Cannon and taking off on a non-scheduled solo flight. Bouncing up from a successful firing, WSJS-TV's version of Superman

thought it would be best to keep both feet on the ground in the future, but added, "for once I was a real big shot."

Drumbeats

Plugs competition ▪ WLOD Fort Lauderdale, Fla., has its competition happily confused. A quality music daytimer, WLOD is repeatedly plugging good music shows on other Ft. Lauderdale stations—after WLOD signs off, of course. Those enjoying WLOD's spots are WFTL, WWIL-FM and WFLM (FM), all in Ft. Lauderdale.

A goose a day ▪ That's what WINS New York is giving away from now until Thanksgiving. The station is distributing the birds on the basis of the most unusual letter received each day, telling in 110 words or less "Why My Goose is Cooked."

Four squared ▪ San Francisco's four tv stations cooperated this year in the United Bay Area Crusade. Each station produced a series of four video tape spots promoting the campaign. The resulting 16 spots were rotated on all four stations—KGO-TV, KPIX (TV), KRON-TV and KTVU (TV).

Anti-litter effort ▪ WIL St. Louis cornered the market on old political posters last week, as it offered a penny each for post-election signs.

Spooks' friend ▪ Charleston, W. Va., "trick or treaters" had sound effects to aid them on their Halloween activities —courtesy of WCHS. The station programmed 90 minutes of weird sounds (haunted castles, black cat howls, etc.) for the use of transistor radio-equipped ghosts and goblins. WCHS billed itself as the "best fire friend of spooks, goblins, witches, Frankensteins and Draculas everywhere."

Halloween march ▪ Instead of the usual "trick or treat," many Richmond, Va., youngsters joined the "WLEE-Christian Children's Fund Halloween March." The children rang doorbells equipped with a handful of pledge cards for the fund, instead of the usual bagfull of tricks. WLEE Richmond, which originated the idea, provided "march kits" with appropriate badges to youngsters requesting them after a spot campaign explaining the "march."

KDWB's treasure hunt

KDWB Minneapolis-St. Paul staged a $7,000 treasure hunt for media and agency executives in the Twin Cities and everybody came away a winner—some bigger than others, however.

Fifty contestants took part in the hunt which started in a St. Paul restaurant and continued zanily around the area to pick up such other clues as a blindman, a beachcomber, a professional basketball player and a trip to

Today's BIGGEST .... FM VALUE!

As low as $16.95 in quantity orders

FM broadcasters: high receiver cost—the big drawback to expansion of potential FM audiences—has been licked. NOW you can boost your FM audience with this dynamic . . . DRIFT-FREE . . . quality FM receiver from Sarkes Tarzian, Inc. If you have AM too, and go on reduced power at night, why not take advantage of this special offer and really promote FM to maintain, or increase, your night time audience. It's a natural.

Exceptionally low priced—as low as $16.95 in quantity orders! Direct factory distribution makes it possible to offer this set at a fraction of the cost you'd expect to pay for such quality and performance.

Ideal for premiums, prizes, program give-aways—and the perfect Christmas gift. Here's an inexpensive way of providing a service for your listeners—where else could they buy a set like this for less than $20—and, at the same time, you're building your local audience.

Put this high quality—low cost receiver to work for YOU—today—building more FM listeners.

Specify Model Number when ordering from these four attractive color combinations:
Model 501: White Cabinet, White Front
Model 502: Grey Cabinet, Charcoal Front
Model 503: Grey Cabinet, White Front
Model 504: White Cabinet, Charcoal Front

YOUR COST

50 or more sets	$16.95
25-49 sets	17.25
10-24 sets	18.00
1-9 sets	19.95

(FOB Bloomington) We must have credit information, or shipments will be made C.O.D. To expedite shipment, send check or money order.

Order on your station letterhead from:

SARKES TARZIAN INC

BROADCAST EQUIPMENT DIVISION
CONSUMER PRODUCTS SECTION

east hillside drive • bloomington, indiana
edison 2-7251

CBS Films honors WSB-TV promotion girl

Forte of Jean Hendrix, assistant to the general manager and program director of WSB-TV Atlanta, is the promotion and merchandising of syndicated programs aired by the station.

At height of her preparatory work for the Oct. 29-31 WSB-TV Fall Festival, which was spotlighted by personal appearances of syndicated program stars, Miss Hendrix received a trophy for outstanding achievement in creative merchandising and promotion for CBS Films' programs in the past year.

Sam Cook Digges, CBS Films' administrative vice president, traveled from New York to present the trophies (one to Miss Hendrix and the other to the station) at a luncheon Oct. 28 at the Capital City Club in Atlanta. The station now has a few CBS Films' shows on its schedule. Last year's trophy winner: Carling Brewing Co. for its promotion-merchandising of *The Phil Silvers Show.*

a haunted house (with corpse).

The four-member winning team was composed of Art Lincoln, Bolen-Smith Agency; Eric Foralin, John W. Forney Inc.; and Connie Bleyer and Betty Hitch, both of BBDO. All received RCA stereo sets except Mr. Lincoln, the grand prize winner, who got an RCA combination stereo and television set for his troubles. The losers received assorted smaller prizes but agreed they all had a good time.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Nov. 3 through Nov. 9. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Twin Falls, Idaho—Sam H. Bennion, granted vhf ch. 13 (210-216 mc); ERP 0.562 kw vis., 0.282 kw aur.; ant. height above average terrain 22 ft., above ground 164 ft. Estimated construction cost $54,935, first year operating cost $159,250, revenue $172,453. P.O. address Box 2436, Idaho Falls, Idaho. Studio location 237 4th Ave., S., Twin Falls. Trans. location 237 4th Ave., S. Geographic coordinates 42° 03′ 42″ N. Lat., 114° 12′ 39″ W. Long. Trans. Gates BT1A-H, ant. Gates TV-500-H. Consulting engineer Robert J. Myers. Sole owner, Sam H. Bennion, petroleum distributor. Ann. Nov. 3.

Popular Bluff, Mo.—Turner-Farrar Assn., granted uhf ch. 15 (476-482 mc); ERP kw vis., 115 kw aur.; ant. height above average terrain 620 ft., above ground 555.4 ft. Estimated construction cost $42,000, first year operating cost $25,000 revenue $12,000. P. O. address 21½ West Poplar St., Harrisburg, Ill. Studio location Poplar Bluff, Mo. Trans. location Poplar Bluff, Mo. Geographic coordinates 36° 46′ 38″ N. Lat., 90° 27′ 42″ W. Long. Trans. RCA TTU-12A, ant. TFU-24DL. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Silliman, Moffat & Rohrer, Washington, D. C. Principals include **O. L. Turner, Charles O. Farrar,** 25% each, **Ethel M. Turner,** 45%, and **Harry R. Horning,** 5%. Turner-Farrar Assn. is licensee of WSIL-TV Harrisburg, Ill. Ann. Nov. 3.

Portsmouth, Va.—Christian Bcstg. Network Inc., granted uhf ch. 27 (548-554 mc); ERP 17.4 kw vis., 9.33 kw aur.; ant. height above average terrain 380 ft., above ground 410 ft. Estimated construction cost $29,840, first year operating cost $28,600, revenue $30,000. P.O. address 1318 Spratley St., Portsmouth, Va. Studio and trans. location 1318 Spratley St., Portsmouth. Geographic coordinates 38° 50′ 40″ N. Lat., 75° 18′ 57″ W. Long. Trans. RCA TTU-1B, ant. TFU 21BLS. Applicant is non-stock, non-commercial corporation. Ann. Nov. 3.

APPLICATION

Hanford, Calif.—Gann Tv Enterprises. Uhf ch. 21 (512-518 mc); ERP 12.5 kw vis., 7.5 kw aur.; ant. height above average terrain 273 ft., above ground 300 ft. Estimated construction cost $45,000, first year operating cost $52,000, revenue $65,000. P. O. address 2300 S. Union Ave., Bakersfield, Calif. Studio and trans. location Highway 99 at Kings River. Geographic coordinates 36° 29′ 40″ N. Lat., 119° 31′ 48″ W. Long. Trans. RCA TTU-12A, ant. TFU-24DL. Principals include **Harold D. Gann,** 50%, **George L. Naron** and **Louis Maccagno,** 25% each. Mr. Gann owns radio-tv productions company. Mr. Naron is accountant. Mr. Maccagno owns bakery. Ann. Nov. 4.

TV TRANSLATORS

Palm Springs Translator Station Inc., Palm Springs, Calif.—Granted application for new uhf tv translator station on ch. 77 to translate programs of XETV (ch. 6), Tijuana, Mexico; by letter denied request by Palm Springs Community Tv Corp., Palm Springs, to designate application for hearing. Ann. Nov. 3.

Translator Systems, Trancas, Calif. — Granted cp for new uhf tv translator station on ch. 72 to translate programs of KRCA (ch. 4), Los Angeles, Calif. Ann. Nov. 3.

Pagosa Springs Tv Assn., Pagosa Springs, Colo.—Granted application for new uhf tv translator station on ch. 80 to translate programs of KOAT-TV (ch. 7), Albuquerque, N. M. Ann. Nov. 3.

Santa Rosa Chamber of Commerce, Santa Rosa, N. M.—Granted cp for new uhf tv translator station on ch. 78 to translate programs of KOAT-TV (ch. 7), Albuquerque, N. M. Ann. Nov. 3.

Fort Mason Translator System, Mason, Tex.—Granted cps for two new uhf tv trans-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 9

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,480	49	114	823
FM	736	56	220	94
TV	479	13	115	105

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 9

	VHF	UHF	TV
Commercial	454	81	535
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30, 1960

	AM	FM	TV
Licensed (all on air)	3,469	723	475[1]
CPs on air (new stations)	53	40	14[2]
CPs not on air (new stations)	96	217	113
Total authorized stations	3,618	980	657
Applications for new stations (not in hearing)	611	66	29
Applications for new stations (in hearing)	202	34	75
Total applications for new stations	813	100	104
Applications for major changes (not in hearing)	577	25	34
Applications for major changes (in hearing)	280	7	16
Total applications for major changes	857	32	50
Licenses deleted	0	0	0
Cps deleted	0	0	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

lator stations—one on ch. 77 to translate programs of KTBC-TV (ch. 7), Austin, and the other on ch. 80 to translate programs of KONO-TV (ch. 12), San Antonio. Ann. Nov. 8.

CALL LETTERS ASSIGNED

KEFS-TV Fort Smith, Ark.—Fort Smith Telecasters Inc.

KSLN-TV Salina, Kan.—Prairie States

WLPA (TV) Alpena, Mich.—Lake Huron Bcstg. Co.

*KOAP-TV Portland, Ore.—State Board of Higher Education Portland, Ore.

New am stations

ACTIONS BY FCC

Ashburn, Ga.—Emory L. Pope. Granted 1570 kc, 1 kw D. P.O. address Box 582, Moultrie, Ga. Estimated construction cost $19.359, first year operating cost $24,000, revenue $36,000. Mr. Pope is in insurance business. Ann. Nov. 8.

Chicago Heights, Ill.—Seaway Bcstg. Co. Inc., granted 1470 kc, 1 kw D. P. O. address William S. Martin, 825 East Drexel Square, Chicago. Estimated construction cost $29 266, first year operating cost $42,000, revenue $50,000. Owners are **William S. Martin, Charles D. Buford** and **Eugene H. Dibble III.** Mr. Martin is deputy coroner. Dr. Buford is dentist. Mr. Dibble is account executive, with **Straus, Blosser & McDowell.** Ann. Nov. 8.

Lansing, Mich.—Herbert T. Graham, granted 1010 kc, 500 w D. P.O. address Box 965, 4215 Glenwood Ave., Lansing. Estimated construction cost $37,530, first year operating cost $62,900, revenue $84,240. Mr. Graham, sole owner, is contractor. Ann. Nov. 8.

Valentine, Neb. — Valentine Bcstg. Co. Granted 940 kc. 5 kw D. P.O. address c/o Robert Thomas, station WJAG Norfolk, Neb. Estimated construction cost $23.114, first year operating cost $33,000, revenue $35,000. WJAG Inc. owns 62.5% of applicant. Ann. Nov. 3.

Colonial Village (S. Knoxville), Tenn.—Morgan Bcstg. Co. Granted 1580 kc, 250 w D. P. O. address Box 85, Etowah. Tenn. Estimated construction cost $12.355, first year operating cost $18.536, revenue $27,428. **Harry J. Morgan,** sole applicant, owns all of **WCPH Etowah.** Ann. Nov. 8.

Houston, Tex—Taft Bcstg. Co. Granted 1010 kc, 1 kw D. P. O. address 3419 Mercer St. Estimated construction cost $86 923, first year operating cost $120,000, revenue $120,000. Sole owner is **Paul E. Taft,** owner of KHGM (FM) and minority owner KGUL-TV, both Houston. Ann. Nov. 8.

Clinchco, Va.—Dickenson County Bcstg. Corp. Granted 1430 kc, 1 kw D. P. O. address c/o Lundy A. Wright, Clintwood, Va. Estimated construction cost $24 490. first year operating cost $25,000, revenue $30,000. Group headed by **Lundy A. Wright,** president, 2%. Ann. Nov. 3.

Sheridan, Wyo. — Sheridan Bcstg. Co., granted 930 kc, 1 kw D. P. O. address 130 S. Main, Buffalo, Wyo. Estimated construction cost $16,007, first year operating cost $31,200, revenue $48,000. Owners are **Sam J. Rosenthal,** motion picture exhibitor, 35%; **Lee R. Johnson,** coin machine operator, 33%, and others. Ann. Nov. 3.

APPLICATIONS

Westgate, Fla.—Royal Palm Bcstg. Co. 740 kc, 500 kw D. P. O. address 246 Baldwin St., Bloomfield, N. J. Estimated construction cost $34.750, first year operating cost $65,000, revenue $70.000. Principals include **Homer Akers,** 62.5%, and **Herman A. Youngman,** 37.5%. Messrs. Akers and Youngman have previously had interests in WHFI-FM West Paterson, N. J. Ann. Nov. 3.

Lewiston Orchards, Idaho—Robert O. Edwards. 1480 kc, 1 kw D. P. O. address 450 Thain Rd. Estimated construction cost $12,314, first year operating cost $24,000, revenue $36,000. Mr. Edwards is employe of KLEW (TV) Lewiston, Idaho. Ann. Nov. 8.

Buffalo, Minn.—Wright County Bcstg. Co. 1360 kc, 500 kw D. P.O. address Buffalo, Minn. Estimated construction cost $15,500, first year operating cost $22,000, revenue $40,000. James P. McDonnell Jr., sole owner, is in newspaper business. Ann. Nov. 9.

Spring Valley, N. Y.—R-C Bcstg. Co. 1300 kc, 1 kw D. P. O. address 90 Riverside Dr., N. Y., N. Y. Estimated construction cost $66 544, first year operating cost $70.000, revenue $84,000. Principals include **Richard J. McCutchen, Dan M. Reback, Joseph Michaels,** 33⅓% each. Mr. Michaels is employe of N.B.C. Mr. McCutchen is employe of C.B.S Mr. Reback is pharmacist. Ann. Nov. 9.

Spring Valley, N. Y.—Rockland Bcstrs. 1300 kc, 500 D, 1 kw N. P. O. address 1511 K St., N.W., Washington, D. C. Estimated

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construction cost $185,624, first year operating cost $90,000, revenue $110,000. Principals include **Anthony T. Winn** and **Arthur L. Winn Jr.** (father of Anthony T. Winn) equal partners. Anthony T. Winn is employe of WSVA-AM-FM-TV Harrisonburg, Va. Arthur L. Winn Jr. is attorney. Ann. Nov. 8.

Spring Valley, N. Y.—Rockland Bcstrs. Inc. 1300 kc, 1 kw D. P. O. address 46 Gilbert Ave., Pearl River, N. Y. Estimated construction cost $47,209, first year operating cost $55,000, revenue $70,000. Principals include **Joseph** and **Dora Perillo**, 71% (husband and wife), and others. Mr. Perillo owns travel agency. Ann. Nov. 8.

Existing am stations

ACTIONS BY FCC

KTUR Turlock, Calif.—Granted increased power on 1390 kc, unl. from 1 kw to 5 kw, change from DA-N to DA-2; engineering conditions. Ann. Nov. 8.

WARN Fort Pierce, Fla.—Granted change on 1330 kc from day to unl. time operation with 500 w-N, DA-N, continued daytime operation with 1 kw; engineering condition. Ann. Nov. 3.

WTVM(TV) Columbus, Ga. and WRBL-TV Columbus, Ga.—Designated for consolidated hearing applications of WTVM to increase ant. height from 1,160 to 1,660 ft. and WRBL-TV to increase ant. height from 1,290 to 1,790 ft.; made Federal Aviation Agency party to proceeding; denied applicants request for conditioned grants or expedited hearing. Ann. Nov. 8.

WALD Walterboro, S. C. and WBGR Jesup, Ga. — Designated for consolidated hearing applications of WALD to change frequency from 1220 kc to 1370 kc, continued daytime operation with 1 kw and WBGR to increase power from 1 kw to 5 kw, continued daytime operation on 1370 kc. Ann. Nov. 3.

WCYN Radio Inc. (WCYN) Cynthiana, Ky. Paul F. Braden (WPAY) Portsmouth, Ohio Elizabethtown Bcstg. Co. (WIEL) Elizabethtown, Ky.—Designated for consolidated hearing applications to increase daytime power on 1400 kc—WCYN from 100 w to 250 w, continued nighttime operation with 100 w; WPAY and WIEL 250 w to 1 kw, continued nighttime operation with 250 w; made WCYN and WPAY parties to proceeding with respect to their existing operations, WEOA Evansville, Ind., with respect to its existing and proposed operations, and WHUB Cookeville, Tenn., with respect to its proposed operation. Ann. Nov. 8.

WCHS-TV Portland, Me.—Designated for hearing, on air hazard considerations, application to change trans. location from about 8 miles northwest of Portland to 11 miles northwest of city and increase ant. height from 590 to 1,000 ft.; made Federal Aviation Agency party to proceeding. Ann. Nov. 8.

WDON Wheaton, Md.—Granted increased power from 250 w to 1 kw, continued operation on 1540 kc, D; engineering condition. Ann. Nov. 3.

WBET Brockton, Mass.—Granted increased daytime power on 1460 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, DA-N. Ann. Nov. 3.

KBUN Bemidji, Minn.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Nov. 8.

WEVE Evaleth, Minn.—Granted increase of daytime power on 1340 kc from 250 w to 1 kw; continued 250 w night operation; engineering condition. Ann. Nov. 3.

KFAM St. Cloud, Minn.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions.

Bernalillo Bcstg. Co. Albuquerque, N. M., Belen Bcstg. Co. Belen, N. M., Cosmopolitan Bcstg. Co. Santa Fe, N. M., KARA Inc. (KARA) Albuquerque, N. M.—Designated for consolidated hearing applications of Bernalillo, Belen and Cosmopolitan for new daytime am stations on 860 kc, Bernalillo and Belen with 1 kw and Cosmopolitan with 250 w, and KARA to change frequency from 1310 kc to 860 kc, continued operation with 1 kw, D; made KPAN Hereford, Tex., party to proceeding. Ann. Nov. 3.

KKID Pendleton, Ore.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Nov. 3.

WLAT Conway, S. C.—Designated for hearing application for 500 w DA-N operation on 1330 kc, with continued 5 kw daytime operation. Comm. Lee and Cross dissented; Comm. King not participating. Ann. Nov. 3.

WDXL Lexington, Tenn.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; remote control permitted; engineering condition Ann. Nov. 3.

KLVT Levelland, Tex.—Is being advised that application for assignment of license to Levelland Bcstrs. indicates necessity of hearing on sec. 3.25 overlap issue.

Western Bcstg. Co. Odessa, Tex., W. J. Harpole Canyon, Texas, R. L. McAlister Odessa, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1550 kc—Western with 50 kw, Harpole 1 kw and McAllister 5 kw; applications were consolidated for hearing with 5 others by order of Sept. 20 which was revoked on Oct. 26 upon reconsideration of interference problems involved. Ann. Nov. 8.

WSNO Barre, Vt.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition; remote control permitted. Ann. Nov. 8.

WTIP Charleston, W. Va.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions; remote control permitted. Ann. Nov. 8.

WSWW Platteville, Wis.—Granted change on 1590 kc from day to unl. time operation with 500 w-N, DA-N, continued daytime operation with 1 kw; engineering conditions. Ann. Nov. 3.

■ Designated for consolidated hearing following applications to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N: WKRM Columbia, Tenn.; WBAC Cleveland, Tenn.; WJOI Florence, Ala.; WKUL Cullman, Ala.; WGRV Greeneville, Tenn.; WKGN Knoxville, Tenn., and WCDT Winchester, Tenn.; made applicants and WNBS Murray, Ky.; WGAA Cedartown, Ga.; WFEB Sylacauga, Ala.; WNVA Norton, Va., and WMSR Manchester, Tenn., parties to proceeding with respect to their existing operations and WJRI Lenoir, N. C., party with respect to its existing and proposed operation. Ann. Nov. 3.

APPLICATIONS

KROY Sacramento, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240kc). Ann. Nov. 8.

WFMW Madisonville, Ky.—Cp to increase power from 250 w to 500 w and install new trans. (730kc). Ann. Nov. 8.

WJEF Grand Rapids, Mich.—Cp to increase daytime power from 500 w to 1 kw. (1230kc). Ann. Nov. 8.

WAPF McComb, Miss.—Cp to increase power from 1 kw to 5 kw and install new trans. (980kc). Ann. Nov. 2.

WEMJ Laconia, N. H.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc). Ann. Nov. 8.

WJLK Asbury Park, N. J.—Cp to increase daytime power from 250 w to 1 kw, install DA system for daytime use, install new trans. and operate trans. by remote control nighttime only. (Request waiver of sec. 3.28(c) of rules) (1310kc). Ann. Nov. 9.

WATN Watertown, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of sec. 3.28(c) of rules) Ann. Nov. 9.

WHPB Belton, S. C.—Cp to increase power from 500 w to 1 kw. (1390kc). Ann. Nov. 9.

WEMP Spartanburg, S. C.—Cp to increase daytime power from 500 w to 1 kw and install new trans. (1400kc). Ann. Nov. 8.

KIJV Huron, S. D.—Amendment (for increase in daytime power, install DA-D, and install new trans. to make changes in ant. system increase height), changes in ground system and delete request for DA-D. (1340kc).

KZEE Weatherford, Tex.—Cp to increase power from 250 w to 500 w and install new trans. (1220kc). Ann. Nov. 3.

CALL LETTERS ASSIGNED

KLBS Los Banos, Calif.—Los Banos Bcstg. Co.

KTWL Golden, Colo.—Norman Bcstg. Changed from KXXI.

KORL Honolulu, Hawaii—Radio Hawaii Inc. Changed from KKAA.

KATN Boise, Idaho—Treasure Valley Bcstg. Co.

KDLS Perry, Iowa—Perry Bcstg. Co.

KBEA Mission, Kan.—KBKC Inc. Changed from KBKC.

WYSH Clinton, Tenn.—Clinton Bcstrs. Inc.

WRNE Wisconsin Rapids, Wis.—Bill S. Lahm.

New fm stations

ACTIONS BY FCC

Tucson, Ariz.—E. Edward Jacobson. Granted 96.1 mc, 25 kw. P.O. address 6907 Melrose Ave., Los Angeles 38, Calif. Estimated construction cost $30,000, first year operating cost $29,000, revenue $9,600. Applicant is licensee of KJLM-FM San Diego and KGLA-FM Los Angeles, both California. Ann. Nov. 3.

Denver, Colo.—Multi-Casting Inc. Granted 101.3 mc, 18 kw. P. O. address c/o A. L. Herzog, 720 U.S. Grant Hotel, San Diego, Calif. Estimated construction cost $18,915, first year operating cost $38,400, revenue $48,000. Principals include **E. F. Weerts**, 51%, and **A. L. Herzog**, 49%, owners of KLRO San Diego, Calif. Mr. Weerts is also permittee of KARO Houston, KQRO Dallas, both Texas, and KEFW Honolulu. Ann. Nov. 3.

St. Louis, Mo.—George Caleshu, granted 104.1 mc, 76 kw. P.O. address 3025 Watson Rd., St. Louis 36, Mo. Estimated construction cost $11,380, first year operating cost $18,500, revenue $25,000. Applicant is in dry cleaning business. Ann. Nov. 8.

Dover, N. J.—Drexel Hill Assoc., granted 105.5 mc, 675 w. P.O. address Convent Station, N.J. Estimated construction cost $20,083, first year operating cost $28,184, revenue $30,576. Sole owner, **Peter L. Arnow**, owns sound recording studio. Ann. Nov. 8.

Cincinnati, Ohio—Greater Cincinnati Radio Inc., granted 92.5 mc, 82.66 kw. P. O. address WZIP, 400 Oak St., Cincinnati, Ohio. Estimated construction cost $28,500, first year operating cost $12,500, revenue $12,500. Applicant fm will duplicate programming of WZIP Cincinnati. Ann. Nov. 8.

Houston, Tex.—KXYZ Inc., granted 96.5 mc, 14.6 kw. P. O. address 915 N. La Brea Ave., Hollywood 38, Calif. Estimated first year operating cost $9,320. Applicant is owned by **NAFI Corp.** which also owns KXYZ Houston, Tex. Applicant fm will duplicate am. Ann. Nov. 4.

Waco, Tex.—Waco Bcstg. Corp., granted 99.9 mc, 3.9 kw. P.O. address P.O. Box 3158. Estimated construction cost $16,068, first year operating cost $24,000, revenue $24,000. Applicant fm will duplicate WACO Waco, Tex. Ann. Nov. 3.

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NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

APPLICATIONS

Phoenix, Ariz.—Aztec Radio Inc. 102.5 mc, 1 kw. Ant. height above average terrain 1 ft. P. O. address 545 W. Highland Ave. Estimated construction cost $12,533, first year operating cost $4,000, revenue $12,000. Principals include **John P. Karshner, Donna J. Karshner** (husband and wife), **James D. G. Lindsay**, and **Jeanette Lindsay** (husband and wife), 25% each. Mr. and Mrs. Karshner own farming operation. Mr. Lindsay is employe of electronics firm. Mrs. Lindsay teacher. Ann. Nov. 4.

Hutchinson, Kans.—Norman Kightlinger 99.1 mc, 112 kw. Ant. height above average terrain 493 ft. P.O. address 1301 E. 4th St. Estimated construction cost $69,317, first year operating cost $45,910, revenue $46,400. Mr. Kightlinger has interest in lumber yard and real estate companies. Ann. Nov. 8.

Moorhead, Minn.—KVOX Bcstg. Co. 99.9 mc, 4.34 kw. Ant. height above average terrain 178 ft. P. O. address Box 437. Estimated construction cost $4,558, first year operating cost $4,000, revenue $4,000. Principal is **E. J. McKellar**, president of KVOX Bcstg. Co., 62%. Ann. Nov. 2.

Existing fm stations

ACTIONS BY FCC

KGMJ(FM) Seattle, Wash.—Granted license for fm station. By letter, reminded licensee of station operator requirements of sec. 3.265. Comr. Bartley abstained from voting; Comr. King dissented to letter. Ann. Nov. 8.

KATT Woodland, Calif.—Granted cp to change from class A on 95.3 mc with ERP 750 w to class B on 102.5 mc, ERP 33 kw, ant. height 130 ft. Ann. Nov. 3.

APPLICATION

Tanner Bcstg. Corp., Little Rock, Ark.—Mod. of cp (for new station) to change frequency from 100.7 mg., ch. 264 to 104.7 mg., ch. 284. Ann. Nov. 3.

CALL LETTERS ASSIGNED

WFMI (FM) Montgomery, Ala.—Fine Music Inc.

*KSCM (FM) San Mateo, Calif.—San Mateo Junior College District.

KDWC (FM) West Covina, Calif.—Pacific-South Bcstg. Co. Changed from KSGV (FM).

WARN-FM Fort Pierce, Fla.—South Jersey Bcstg. Co.

WKLS (FM) Marietta, Ga.—Kenco Bcstg. Co.

KDVR (FM) Sioux City, Iowa—Edwin C. Wolff.

KAFM (FM) Salina, Kan.—Salina F-M Inc.

WJBL-FM Holland, Mich.—Ottawa Bcstg. Corp.

KISA (FM) Kansas City, Mo.—Walter D. Caldwell.

KBEY (FM) Kansas City, Mo.—KBKC Inc. Changed from KOLL. (FM).

KANG (FM) St. Louis, Mo.—Gateway Bcstg. Corp.

WHTG-FM Eatontown, N.J.—Harold M. Gade.

WCNO (FM) Canton, Ohio—Dover Bcstg. Co. Changed from WAND-FM.

WCRF (FM) Cleveland, Ohio—Moody Bible Institute of Chicago.

WRFD-FM Columbus-Worthington, Ohio—Peoples Bcstg. Corp.

KMCP (FM) Portland, Ore.—Market-Casters Inc. of Oregon.

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WLBG-FM Laurens-Clinton, S.C.—Laurens-Clinton Bcstg. Co.

KQIP (FM) Odessa, Tex.—James F. McCubbin.

WMEV-FM Marion, Va.—Mountain Empire Bcstg. Corp.

Ownership changes

ACTIONS BY FCC

KDXE North Little Rock, Ark.—Granted transfer of control from **Claude Carpenter Jr.**, to **Sim C. Callon**; consideration $47,000 for 100%. Ann. Nov. 8.

WGHN Grand Haven, Mich.—Granted (1) acquisition of positive control by **Hilbert F. Wulf** through purchase of 15.39% additional interest from **Robert L. Smith** and (2) transfer of control from **Wulf** and **Homeport Co.**, etc., to **Richard D.** and **Cecil H. Gillespie**; consideration $110,000. Ann. Nov. 8.

KXOK St. Louis, Mo.—Granted assignment of license to **Storz Bcstg. Co.**; consideration $1,500,000; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act. Comrs. Hyde and Bartley dissented. Storz is licensee of 5 am stations—WTIX New Orleans; WHB Kansas City; WDGY Minneapolis; WQAM Miami, and KOMA Oklahoma City. Ann. Nov. 8.

KRBE(FM) Houston, Tex.—Granted transfer of control from **Ellis W. Gilbert** et al to **Roland A. Baker, J. Paul Pomeroy Jr., Victor F. Branch** and **Ellis W. Gilbert**; consideration $3,030 and relieve Messrs. Gilbert and W. Scott Red of any liability as endorsers of bank note for $17,500. Ann. Nov. 8.

KVNU-TV Logan, Utah—Granted assignment of cp to **Utah State University of Agriculture and Applied Science**, licensee of *KVSC(FM), Logan: consideration $6,331 for expenses. Ann. Nov. 8.

WBTN Bennington, Vt.—Granted transfer of control from **James Gordon Keyworth** to **Belva Chase Keyworth** (wife) through gift to latter of 76.75% interest. Ann. Nov. 8.

WLLI Highland Springs, Va.—Granted assignment of cp to **Henrico Radio Corp. (Kenneth L. Wood**, president); consideration 40% of stock to assignor for expenses and remaining 60% to Mr. Wood for $3,000 and other considerations. Ann. Nov. 8.

WKTL Sheboygan, Wis.—Granted assignment of license to **Richard P. McKee**; consideration $150,000. Ann. Nov. 8.

APPLICATIONS

KXIV Phoenix, Ariz.—Seeks transfer of control of **Camelback Bcstg. Inc.** from **Edward J. Churchill**, 49.94%, **Michael Churchill**, .03%, **Robert B. McWilliams**, 35%, and **Lee P. Mehlig**, 15%, to **Edward J. Churchill**, 99.4%, **Michael Churchill**, .03%, and **Thomas Churchill**, .03%, for $42,500. Ann. Nov. 2.

KNEZ Lompoc, Calif.—Seeks assignment of license from **KNEZ Inc.** to **South Coast Bcstg. Co.** for $130,000 plus $95,000 note, 12 years at 6%. Principals include **M. D. Buchen**, president, 33¾%, **Gerald F. Hicks**, vice president, 19%, and others. Mr. Buchen is general manager of KFSG and KGLA (FM) Los Angeles, Calif. and is president of KLUK Evanston, Wyo. Mr. Hicks is minister. Ann. Nov. 9.

KDUO (FM) Riverside, Calif.—Seeks assignment of license from **Western Bcstg. Co.** to **Southeastern California Bcstg. Co.** for assumption of financial obligations. Noncommercial educational station. Ann. Nov. 2.

KIMN Denver, Colo.—Seeks assignment of license from **Mile High Stations Inc.** to **KIMN Bcstg. Co.** for $402,000. Principals include **John C. Hunter, Robert Donner Jr.**, and **Kenneth E. Palmer**, 33⅓% each. Messrs. Hunter, Donner, and Palmer own KYSN Colorado Springs, Colo. Mr. Hunter also has interests in WCMP Pine City, Minn. and KOWB Laramie, Wyo. Ann. Nov. 9.

WEAS College Park, Ga.—Seeks transfer of control of **College Park Bcstg. Co.** from **Robert A. Corley**, sole owner, to **F. Richard Coughlan**, sole owner, for basic purchase price $29,111. Mr. Coughlan is employe of WGN Inc. Chicago, Ill. Ann. Nov. 8.

KLEO Wichita, Kan.—Seeks transfer of control of **Radio Active Inc.** through transfer of stock by **Dandy Bcstg. Corp.**, parent company, from **Merritt Owens, Kenneth R. Greenwood**, and **Robert Sharon**, 21.5% each, **J. E. Tobin**, 19%, estate of **Lee Vaughan**, 9.5%, and **Richard Harris** and **Bernard Koval**, 3.5% each, to **J. E. Tobins**, 50%, **Kenneth R. Greenwood** and **Robert Sharon**, 21.5% each, and **Richard Harris**, 7%, for a total purchase price of $38,000.

This application is dependent on FCC action on previous application of transfer of control of Dandy Bcstg. Corp., from **Merritt Owens, Kenneth R. Greenwood**, and **Lee Vaughan** (now deceased) 33⅓% each, to **Merritt Owens, Kenneth R. Greenwood** and **Robert Sharon**, 21.5% each, **J. E. Tobin**, 19%, **estate of Lee Vaughan**, 9.5%, and **Richard Harris** and **Bernard Koval**, 3.5% each. Dandy Bcstg. Co. is parent company of **KQUE Corp.**, licensee of KQEO Albuquerque, N. M. Ann. Nov. 3.

WCME-AM-FM Brunswick, Me.—Seek transfer of control of **Westminster Bcstg. Co.** from **Roger H. Strawbridge**, 53.3%, and **William N. McKeene**, 46.7%, to **Roger H. Strawbridge** and **William N. McKeene**, equal partners, for $4,160. Ann. Nov. 3.

WTVB-AM-TV Coldwater, Mich. — Seeks transfer of control of **Twin Valley Bcstrs. Inc.** from **E. Harold Munn Sr.**, 19.48%, **Luella M. Munn**, 5.63% (husband and wife), **Mr. and Mrs. Munn Sr.**, 2.4% (jointly owned), **E. Harold Munn Jr.**, 17.05%, **C. Ella Munn**, 4.27% (wife of E. Harold Munn, Jr.), **Lewis E. Munn**, .18% (brother of E. Harold Munn Jr.), **Karl E. Kaellner**, 1½%, and others, to **E. Harold Munn Sr.**, 20.1%, **Luella M. Munn**, 5.63%, **Mr. and Mrs. Munn Sr.**, 2.4% (jointly owned), **E. Harold Munn Jr.**, 17.72%, **C. Ella Munn**, 4.27%, **Lewis E. Munn**, .18%, and others, for $1,250. Ann. Nov. 3.

WFSC Franklin, N. C. and WTYN Tryon, N. C.—Seeks assignment of license of **Macon County Bcstrs.** from **Henry G. Bartol Jr.** and **Gertrude S. Taylor**, (executrix of estate of **Graves Taylor**), equal partners, to **Henry G. Bartol Jr.** and **Gertrude S. Taylor** (as individual), equal partners. Ann. Nov. 4.

WHEY Millington, Tenn.—Seeks transfer of control of **Shelby County Bcstrs. Inc.** from **Robert C. Whitley Jr.** and **John M. Latham**, equal partners, to **Eugene P. Vance** and **John M. Latham**, equal partners, for $3,000. Mr. Vance owns railroad salvaging companies. Ann. Nov. 2.

KDET Center, Tex.—Seeks assignment of license from **Tom E. and Tolbert E. Foster** d/b as **Center Bcstg. Co.** to **Center Bcstg. Inc.** Change to corporate form of business with no financial transacton involved. Ann. Nov. 2.

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KASY Auburn, Wash.—Seeks transfer of control of **Auburn Bcstrs. Inc.** from **John W. Mowbray** and **Edward J. Garre**, equal partners, to **Edward J. Garre** sole owner, for $45,000. Ann. Nov. 2.

KGA Spokane, Wash.—Seeks involuntary assignment of license and STA from **Gran Bcstg. Co.** to **Bankers Life and Casualty Co.** for $100. Bankers Life and Casualty Co. own KCSJ-AM-TV Pueblo, Colo. Ann. Nov. 2.

WQMN Superior, Wis.—Seeks transfer of control of **Quality Radio Inc.** from **Eugene A. Halker, Kenneth R. Paterson,** and **Richard F. Wartman,** 23% each, **Wilson C. Woods,** 8%, **Garmen S. Casperson, Gerald A. Larson,** and **Theron P. Pray,** 6.2% each, and **James S. Brandser** (Brandser Bcstg. Co.) 4.4%, to **William H. Whitsitt,** sole owner, for approximately $63,600. Mr. Whitsitt is accountant. Ann. Nov. 8.

KCHY Cheyenne, Wyo.—Seeks assignment of license from **Robert S. Pommer** to **Y T Corp.** for basic purchase price of $110,000. Principals include **Otto J. Feucht Jr.** and **Carl E. Isaacs,** equal partners. Messrs. Feucht and Isaacs formerly manufactured electronic circuits. Ann. Nov. 2.

Hearing cases

FINAL DECISIONS

■ By letter, denied request by Rossford Bcstg. Inc., that its application for new am station to operate on 1520 kc, 1 kw, unl., in Rossford-Toledo, Ohio be given comparative consideration with application of Community Service Bcstg. Inc., for new station on 1520 kc, 500 w, reduced to 250 w during critical hours, D, in Ypsilanti, Mich. Ann. Nov. 3.

■ Commission granted following four fm stations SCA to furnish background music on multiplex basis to subscribers: WDOD-FM Chattanooga, Tenn.; WRAL-FM Raleigh, N. C.; KACE-FM Riverside, Calif., and KXQR Fresno, Calif. Ann. Nov. 3.

■ By letter, modified outstanding cp to Patchogue Bcstg. Co., for new am station (WACP) to operate on 1570 kc, 1 kw, DA, D, in Riverhead, N. Y. to include condition that before program tests are authorized, permittee shall submit sufficient data made with appropriate equipment and in cooperation with RCA to establish that harmful cross-modulation interference will not occur to the RCA receiving operations at Riverhead; withheld action on WAPC applications for program test authority and station license pending receipt of additional engineering data. Ann. Nov. 3.

■ By memorandum opinion and order, commission denied request by Karl Kegley for reconsideration of a July 13 order which dismissed, without prejudice, application to increase power of his daytime station, WKKS Vanceburg, Ky. (1570kc) from 250 w to - kw. Comr. Cross dissented. Ann. Nov. 3.

■ By letter, denied petition by petition by Rockland Bcstrs., applicant for new am station in New York City, for reconsideration of Aug. 8 grant to Columbia Bcstg. System Inc., to move trans. site of WCBS New York City, from Columbia Island to High Island Sound. Ann. Nov. 3.

■ By memorandum opinion and order, commission granted petition for reconsideration by Seaway Bcstg. Co., removed from consolidated proceeding in dockets, and granted its application for new am station to operate on 1470 kc, 1 kw, DA, D, in Chicago Heights, Ill., dismissed as moot related filings by Broadcast Bureau and West Bend Bcstg. Co. (WBKV) West Bend, Wis. Ann. Nov. 8.

■ By memorandum opinion and order, commission granted petition for reconsideration by Taft Bcstg. Co. to extent of granting (1) its application for new am station to operate on 1010 kc, 1 kw, DA, D, in Houston, Tex., and (2) application of M-L Radio Inc., for change of trans. site and increase power of KMLW Marlin, Tex., from 250 w to 10 kw, DA, continued operation on 1010 kc, D. Ann. Nov. 8.

■ By memorandum opinion and order, commission granted joint petition by Pioneer Bcstg. Corp. (WOPI) Bristol, Tenn., and Central Bcstg. Co., Valdese, N. C., insofar as reconsidering and granting without hearing application of WOPI to increase daytime power from 250 w to 1 kw, with engineering condition, continued operation on 1490 kc, 250 w-N, and terminated proceeding in docket. (On Oct. 13 Central's application for new station was amended and removed from hearing and returned to processing line). Ann. Nov. 8.

■ By order, commission granted joint petition by Triad Tv Corp. and Herbert T. Graham to dismiss former's application for new am station to operate on 1010 kc, 500 w, DA, D, in Lansing, Mich., which was in consolidated hearing with Graham application for same facility. Comr. Bartley abstained from voting. Ann. Nov. 8.

■ By separate memorandum opinion and order in above proceeding, commission granted Graham's application. Ann. Nov. 8.

■ Commission addressed following telegram denying request by Gila Bcstg. Co., for permission for am stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, and KZOW Globe, all Arizona, to remain silent for period of 90 days: "Relets Atty October 25 and 31, 1960. No financial statement or other information offered to support allegations financial distress or show money not available meet current aperating expenses. Absence of other broadcast service raises serious question whether cessation would serve public interest. Request for permission remain silent 90 days behalf standard broadcast stations KCKY, KCLF, KGLU, KVNC and KZOW therefore denied. Failure maintain service will be considered in connection with pending and future applications. KWJB-FM (Globe) has current authority remain silent through January 20, 1961." Comrs. Hyde and King dissented. Gila's license renewal applications are in hearing status. Ann. Nov. 8.

■ By decision, commission (1) granted application of White River Valley Bcstr. Inc., to increase daytime power of KBTA Batesville, Ark., from 250 w to 1 kw, with engineering condition, continued operation on 1340 kc, 250 w-N, and (2) dismissed application of Cecile W. Roberts and Jane A. Roberts for new station on 1340 kc, 250 w, unl., in Poplar Bluff, Mo. July 5 initial decision looked toward this action. Ann. Nov. 8.

STAFF INSTRUCTIONS

■ Commission on Nov. 4 directed preparation of document looking toward granting application of Marshall County Bcstg. Co., for new am station to operate on 1380 kc, 1 kw, D, in Arab, Ala., and denying application of Walter G. Allen for similar facilities in Huntsville, Ala. March 30 initial decision looked toward this action. Ann. Nov. 7.

■ Commission on Nov. 4 directed preparation of document looking toward granting application of Sheffield Bcstg. Co. for new am station to operate on 1290 kc, 1 kw, D, in Sheffield, Ala., and denying application of J. B. Falt Jr., for similar facilities. Ann. Nov. 7.

■ Commission on Nov. 8 directed preparation of document looking toward granting application of Radio Americas Corp. to change facilities of WORA Mayaguez, P. R., from 1150 kc, 1 kw, unl., to 760 kc, 5 kw, unl., DA. May 26 supplemental initial decision looked toward this action. Ann. Nov. 8.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting applications of Hub City Bcstg. Co. (WHSY) Hattiesburg, Miss., Veterans Bcstg. Co. (KNUZ) Houston, Tex., and Radio New Orleans Inc. (WJBW) New Orleans, La., to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, engineering conditions, and Price Bcstg. Corp., for new station to operate on 1220 kc, 1 kw, DA, D, in Fairhope, Ala. Ann. Nov. 7.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying for failure to prosecute application of Bunkie Bcstg. Co. for new am station to operate on 1540 kc, 250 w, D, in Bunkie, La. Ann. Nov. 8.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) granting petition by Radio American West Indies Inc., to dismiss without prejudice its application for new tv station to operate on ch 8 in Christiansted, St. Croix, Virgin Islands, and (2) granting application of Supreme Bcstg. Co. Inc., of Puerto Rico, for same facility. Applicants entered into merger agreement. Ann. Nov. 8.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Lewis O. Seibert for new am station to operate on 1560 kc, 500 w, D, in Port Lavaca, Tex. Ann. Nov. 8.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting applications of Voice of New South Inc. (WNSL) Laurel, Miss., with engineering condition, and Mid-America Bcstg. Co., (WGVM) Greenville, Miss., to increase power of their stations from 1 kw to 5 kw, continued operation on 1260 kc, D. Ann. Nov. 9.

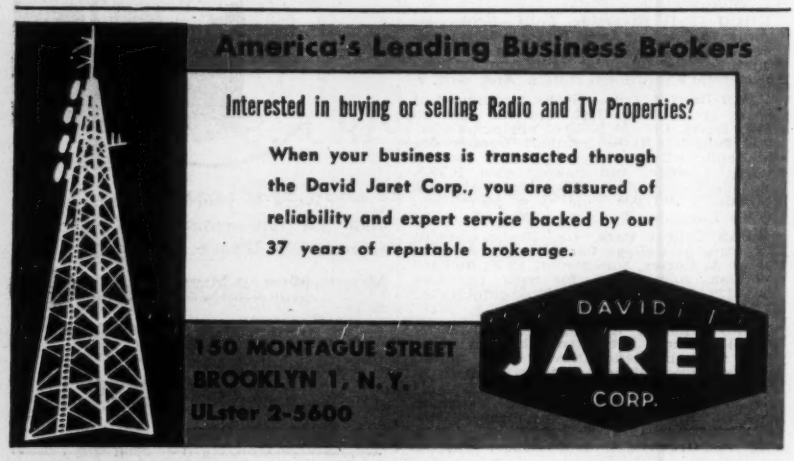
OTHER ACTIONS

■ Commission ordered KWK Radio Inc., to show cause why license for KWK (AM) (1280 kc, 5 kw, DA-N, unl.) should not be revoked and to appear at hearing to be held in St. Louis at time to be designated later. This action is result of commission inquiry into complaints about conduct of contests over KWK. Ann. Nov. 3.

■ Commission invited comments by Dec. 9 to proposed rulemaking to revise its annual financial report form for broadcast stations. Following new schedules would be added to obtain fuller information on station finances: condensed balance sheet to schedule 1; analysis of notes payable to schedule 2; total cost item to schedule 3; income statement to schedule 4; further breakdown of revenues to schedule 5; further breakdown of sales for tv stations only to schedule 6; broadcast expense additions to schedule 7 and payments to owners and officials to schedule 8. Comr. Craven dissented. Ann. Nov. 3.

■ Commission granted request by Capital Cities Bcstg. Corp., WTEN (TV) ch. 10, Vail Mills, N.Y., to operate its experimental station KE2XZJ at Albany in conjunction with WTEN at such times as may be necessary, including regular program hours, during next three months to obtain additional data. On March 30, 1959, commission authorized this experimental operation (on WTEN's ch.) to determine whether it would improve reception from WTEN (35 miles west of Albany) in Albany, Troy and adjacent Hudson valley areas. Tests showed improvement of signal strength in portions of Albany and Troy but created potential interference in some areas along river. WTEN now wants to determine extent of this interference and willingness of affected viewers to permit it to adjust their receiving ant. to minimize it, subject to restoring them to their present condition, if need be. Comr. Bartley dissented. Ann. Nov. 8.

■ By memorandum opinion and order, commission granted petition by Service Bcstg. Co., Roseville, Calif., for declaratory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ruling and, in consequence, dismissed its petition asking reconsideration of July 22, 1959 grant to KJBS Inc. (now Argonaut Bcstg. Co.) for latter to increase daytime power of KJBS (now KFAX San Francisco) on 1100 kc from 1 kw to 50 kw with continued 1 kw nighttime operation. Commission ruled that increased interference from KFAX will not bar consideration of Service's application for new station at Roseville to operate with 500 w, unl., on same frequency. Chrmn. Ford dissented. Announced Nov. 8.

■ By memorandum opinion and order, commission denied petitions by Tucson Tv Co. (KGUN-TV) Tucson, Ariz., protestant, for review of examiner's rulings which (1) denied field strength measurement data for overlap purposes and (2) admitted interference-free contours for overlap purposes in proceeding on applications of Alvarado Tv Co. (KVOA-TV) and Old Pueblo Bcstg. Co. (KOLD-TV) both Tucson, Arizona, to increase power and relocate their ant. to common site on Mt. Bigelow. Announced Nov. 8.

■ By memorandum opinion and order, commission denied petition by WENT Bcstg. Corp. (WENT) Gloversville, N. Y., for reconsideration of June 2 memorandum opinion and order which dismissed as moot in part and denied in other respects its petition for enlargement of issues in proceeding on application of Martin Karig for new am station to be in Johnstown, N. Y. Announced Nov. 8.

■ Commission requests that all applicants eligible to use FCC Form 316, short form for assignment of license or transfer of control of broadcast stations, use the January 1960 edition of this form. All previous editions of this form are out of date. Short form is used in cases when transfer or assignment involves no substantial changes of interest. Ann. Nov. 8.

Routine roundup of FCC actions released last week by Commission

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Radio Hendersonville Inc. (WHKP) Hendersonville, N. C., and extended to Dec. 7 time to file responses to petition by Wilkes Bcstg. Co. (WATA) Boone, N. C., to sever from consolidated proceeding and grant its am application. Action Nov. 7.

By Chief Hearing Examiner Jay A. Kyle

■ Denied pleading by WENT Bcstg. Corp. for leave to file addendum to proposed findings of fact and conclusions in proceeding on application of Martin Karig for new am station in Johnstown, N. Y. Action Nov. 1.

■ Granted request by Uvalda Bcstrs. Inc., for dismissal of its application for new am station in Port Lavaca, Tex., but dismissed application with prejudice; retained in hearing status application of Lewis O. Seibert for am facilities in Port Lavaca. Action Nov. 3.

■ Denied joint petition by Southeastern Enterprises, Inc. (WCLE) Cleveland, Tenn., and Mitchell Melof, Smyrna, Ga., for dismissal without prejudice of WCLE application; denied application with prejudice; application was consolidated for hearing with Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Nov. 2.

■ Denied petition by Earl Perrin Co. for leave to intervene in proceeding on applications of Gila Bcstg. Co., for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action Nov. 4.

■ Upon request of Hopkinsville Bcstg. Co., (WHOP) Hopkinsville, Ky., ordered that exchange of its affirmative engineering case shall be on or before Nov. 28 and exchange of WTCJ Tell City, Ind., rebuttal engineering, if any, on or before Dec. 12; continued Dec. 2 hearing for Dec. 19 in proceeding on Hopkinsville's am application. Action taken Nov. 4.

■ Granted motion by Broadcast Bureau and Spartan Radiocasting Co. (WSPA-TV) Spartanburg, S. C., and extended from Nov. 8 to Nov. 29 time to file replies in proceeding on Spartan Radiocasting's application. Action Nov. 4.

■ Scheduled hearing for Dec. 14, in St. Louis, Mo., in matter of revocation of license of KWK Radio Inc. for am station KWK, St. Louis before Examiner Forest L. McClenning. Action Nov. 7.

■ On own motion, scheduled further hearing for Nov. 16 on order directing Douglas H. McDonald, trustee, permittee of WTVW (TV), ch. 7, Evansville, Ind., to show cause why authorization for station WTVW Evansville, should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Nov. 7.

By Hearing Examiner Basil P. Cooper

■ Granted pleading by Stephens County Bcstg. Co. (WNEG) Toccoa, Ga., and continued from Nov. 7 to Nov. 21 date for exchange of written affirmative case, and from Nov. 21 to Dec. 1 date of evidentiary hearing on its am application. Action Nov. 3.

■ Granted motion by Radio Georgia, Thomaston, Ga., and continued from Nov. 3 to Nov. 10 date for exchange of non-engineering exhibits in proceeding on its am application, et al. Action Nov. 3.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued to date to be determined at Nov. 15 prehearing conference hearing scheduled for that date in proceeding on applications of Nansemond Bcstrs. and D. D. Cameron for new am stations in Suffolk and Portsmouth, both Virginia. Action Nov. 3.

■ Issued memorandum in proceeding on applications for new am stations of Floyd Bell, Texarkana, and Belton Bcstrs. Inc., Belton, both Texas, reversing and deleting that part of his Oct. 5 conference ruling which stated that, in instant and all future "pay-off" cases coming before him, he would require "no rebate" affidavits as proof from counsel and engineering consultants for dismissing applicants. Action Nov. 3.

■ Granted motion by Shenandoah Life Stations Inc. (WSIS) Roanoke, Va., and continued hearing on its am application from Nov. 8 to Jan. 9, 1961. Action Nov. 4.

■ Granted petition by Belton Bcstrs. Inc., and continued further hearing from Nov. 4 to Nov. 22 in proceeding on its application and that of Floyd Bell for new am stations in Belton and Texarkana, both Texas. Action Nov. 4.

By Hearing Examiner Charles J. Frederick

■ Continued prehearing conference from 10 a.m., Nov. 9, to 2 p.m., that date in proceeding on applications of Idaho Microwave Inc., for new fixed radio stations at Kimport Peak, Rock Creek and Jerome, all Idaho. Action Nov. 3.

■ Issued order following prehearing conference in proceeding on applications of M & W Co. and Bethany Bcstg. Co., for new am stations in Yakima, Wash., scheduled certain procedural dates and continued hearing from Dec. 1 to Jan. 9, 1961. Action Nov. 4.

■ Granted motion by Columbia River Bcstrs. Inc., and continued date for exchange of exhibits from Nov. 8 to Dec. 1 in proceeding on its application for new am station in Mount Vernon, Wash., et al. Action Nov. 4.

■ Upon request by applicant, rescheduled for 9:30 a.m., Nov. 10 hearing scheduled for 10 a.m., that date, in proceeding on am application of Radio Station KMUL (KMUL) Muleshoe, Tex. Action Nov. 7.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreements reached at Nov. 1 prehearing conference, scheduled hearing for Jan. 16 and other procedural steps in proceeding on applications of New England Microwave Corp. for new fixed video radio stations in Richmond and North Adams, both Massachusetts. Action Nov. 1.

■ Commission on Nov. 1 granted request by Kahn Research Laboratories Inc., Freeport, L. I., and further extended from Oct. 31 to Nov. 30 time to file comments in response to notice of inquiry in matter of part 3 of rules and technical standards to permit standard broadcast stations to operate with full carrier and single sideband. Action Nov. 1.

■ On own motion, scheduled prehearing conference for Nov. 15 in proceeding on applications of Montana Microwave to extend its present microwave system from Missoula to Helena, Mont. Action taken Nov. 2.

■ Granted motion by WMFJ Inc. (WMFJ) Daytona Beach, Fla., and established certain procedural dates and extended from Nov. 10 to Dec. 19 date to file proposed findings and from Nov. 21 to Jan. 5, 1961 for replies in proceeding on its am application, et al. Action Nov. 2.

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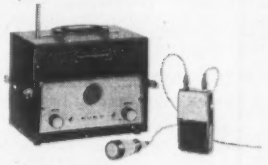

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■ Granted request by Paul J. Molnar and extended from Nov. 8 to Nov. 15 time to file proposed findings and from Nov. 18 to Nov. 25 for replies in proceeding on his application and that of Ohio Music Corp., for new fm stations in Cleveland, Ohio. Action Nov. 3.

■ On own motion, scheduled further prehearing conference for Nov. 16 in proceeding on applications of Walmac Co., for renewal of licenses of stations KMAC(AM) and KISS(FM) San Antonio, Tex. Action Nov. 3.

■ Granted request by Radio Carmichael, Sacramento, Calif., and extended from Nov. 7 to Nov. 17 date for exchange of preliminary drafts of engineering exhibits and from Nov. 21 to Dec. 5 for further prehearing conference in proceeding on its am application, et al. Action Nov. 3.

By Hearing Examiner Isadore A. Honig

■ Issued order following prehearing conference and formalized certain agreements reached in proceeding on am application of Associated Bcstrs. Inc. (WHYS) Ocala, Fla.; continued Nov. 23 hearing to Dec. 8. Action Nov. 3.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Grundy Bcstg. Co., applicant in consolidated proceeding on am applications of Rollins Bcstg. Inc. (WBEE) Harvey, Ill., et al., and extended from Nov. 4 to Nov. 18 to file proposed findings in proceeding. Action Nov. 2.

■ Scheduled prehearing conference for Nov. 18 in proceeding on am application of KRNO Inc. (KRNO) San Bernardino, Calif. Action Nov. 7.

By Hearing Examiner Forest L. McClenning

■ Granted joint request by Montana-Idaho Microwave Inc., and Tv Montana for continuance of designated procedural dates and date for hearing in proceeding on applications of Montana-Idaho for new fixed radio stations near Pocatello, Idaho, and Monida Pass, Armstead, Whitehall, Bozeman Pass, all Montana; dates for exchange of exhibits constituting direct cases, for exchange of rebuttal exhibits and for commencement of hearing scheduled for Nov. 18, Dec. 30 and Jan. 9, 1961, respectively, are continued without date. Action Nov. 3.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for group I for Nov. 22 in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Nov. 4.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of November 4

Granted STA for following vhf tv repeater stations: York-Sheldon Tv Assn., ch. 6, York and Sheldon, both Arizona. (KGUN-TV, ch. 9, Tucson, Ariz.); Otis Tv Booster Station, ch. 12, Otis Community, Colo. (KOA-TV, ch. 4, Denver, Colo.); Telluride T. V. Assn., ch. 2, Telluride, Colo. (KREX-TV, ch. 5, Grand Junction, Colo.); Rex M. Shirts, chs. 13 and 7, Hailey, Idaho (KLIX-TV, ch. 11, Twin Falls and KID-TV, ch. 3, Idaho Falls, both Idaho); Abilene Chamber of Commerce Tv Committee, ch. 7, Abilene, Kans. (KARD-TV, ch. 3, Wichita, Kan.); Marvin I. Schield, ch. 4, City of St. Francis, Kan. (KOMC, ch. 8, McCook, Neb.); Stuart Community Club, ch. 13, Stuart, Neb. (KPLO-TV, ch. 6, Reliance, S.D.); Lincoln County Tv District No. 1, ch. 7, Caliente, Pioche and Panaca, all Nevada (KLRJ-TV, ch. 2, Henderson, Nev.); Wagon Mound Tv Club, chs. 9, 2, and 6, Wagon Mound, N. M. (KOB-TV, ch. 4 KOAT-TV, ch. 7 and KGGM-TV, ch. 13, all Albuquerque, New Mexico); Birney Tv Club, ch. 11, Birney, Mont. (KOOK-TV, ch. 2, Billings, Mont.); Straw-Buffalo Tv Assn., ch. 9, Straw and Buffalo, both Mont. (KOOK-TV, ch. 2, Billings, Mont.); Roy T. V. Club, ch. 9, Fergus and Roy and 6, Roy and Valentine, both Montana (KFBB-TV, ch. 5, Great Falls, Mont.); Valley T. V. Club Inc., chs. 12, Frazer, Glasgow, Nashua and Fort Peck, 10, Glasgow, all Montana (KUMV-TV, ch 8, Williston, N. D.); Straw-Buffalo T. V., ch. 9, Straw-Buffalo area, Mont. (KOOK-TV, ch. 2, Billings, Mont.); P & P Tv Inc., chs. 13 and 4, Plains and Paradise, both Montana (KMSO-TV, ch. 13, Missoula, Mont. and KXLY-TV, ch. 4, Spokane, Wash.); Lame Deer Community Tv Club, chs. 5 and 12, Lame Deer, Mont. (KOOK-TV, ch. 2, and KGHL-TV, ch. 8, both Billings, Mont.); Glasgow T. V. Club Inc., ch. 5, Glasgow, Mont. (KOOK-TV, ch. 2, Billings, Mont.); Big Sandy T.V. Club, chs. 10, 8 and 12, Town of Big Sandy, Mont. (KFBB-TV, ch. 5, Great Falls, Mont., CJLH, ch. 7, Lethbridge, Alberta, Canada, and KRTV, ch. 3, Great Falls, Mont.); Commercial Club, ch. 8, Orchard, Neb. (KTIV, ch. 4, Sioux City, Iowa); Village of Clearwater, ch. 13, Clearwater, Neb. (KTIV, ch 4, Sioux City Iowa); North Platte Tv Inc., ch. 8, Lexington, Neb. (KNOP-TV, ch. 2, North Platte, Neb.); Nelson A. Crawford, chs. 2 and 6, Hanover, Lebanon, N. H. and White River Junction, Vt. (WEHN-TV, ch. 11, Durham, N. H., and WMTW-TV, ch. 8, Poland Spring, Me.); Raymond Baca, ch. 4, Mora and vicinity, N. M. (KOB-TV, ch. 4, Albuquerque, N. M.); Community Tv Club, chs. 2 and 11, Springer area, N. M. (KOB ch. 4 and KGGM-TV, ch. 13, Albuquerque, N. M.); Eagle Nest Tv Assn., chs. 10 and 13, Eagle Nest, N. M. (KOB-TV, ch 4 and KGGM-TV, ch. 13, both Albuquerque, N. M.); Lead TV Coop., ch. 11, City of Lead, S. D. (KOTA-TV, Ch. 3, Rapid City, S. D.); Edgemont Tv Booster Club, chs. 8 and 13, Edgemont, S. D.; Utahn Tv Corp., ch. 5, Utahn, Utah (KSL-TV, ch. 5, Salt Lake City, Utah); City of Hurricane, chs. 6, 13 and 2, Hurricane, Utah (KLAS-TV, ch. 8 KSHO-TV, ch. 13, Las Vegas and KLRJ-TV, ch. 2, Henderson, all Nevada); Norris Community T.V. Inc., chs. 11, 7 and 9, Randolph, Utah (KUTV, ch. 2, KCPX-TV, ch. 4 and KSL-TV, ch. 5, all Salt Lake City, Utah); Duchesne Tv. Corp., chs. 10, 8 and 13, Duchesne, Utah (KUTV, ch. 2, KSL-TV, ch. 5 and KCPX-TV, ch 4, Salt Lake City, Utah); H. M. Thomason, chs. 4 and 6, Entiat, Orondo, and Ardenvoir, all Washington (KXLY-TV, ch. 4 and KHQ-TV, ch. 6, Spokane, Wash.; A. Z. Wells Orchards chs. 6, 2 and 4, Azwell, Wash.; Saddle Mountain T. V. Assn., ch. 7, Smyrna area, Wash.; Oroville Tv Assn. Inc., chs. 7, 6, 4, 11, and 9, Oroville and Molson (KREM-TV, ch. 2, KHQ-TV, ch. 6, KXLY-TV, ch. 4, Spokane, Wash.); Grand Coulee Tv Inc., chs. 2 and 6, Grand Cloulee and Electric City, both Washington (KREM-TV, ch. 2, KXLY-TV, ch. 6, Spokane, Wash.; Powder River T. V. Assn., ch. 9, Weston Community, Wyo. (KOTA-TV, ch. 3, Rapid City, S. D.); Clear Creek T. V. Booster Assn., ch. 13, Clearmont Community, Wyo. (KTWO-TV, ch. 2, Casper, Wyo.; Mt. Pisgah T. V. Assn., ch. 12, Osage and Four Corners, Wyo. (KOTA-TV, ch. 3, Rapid City, S. D.); Buffalo Tv Assn., ch. 7, Buffalo, Wyo. (KTWO-TV, ch. 2, Casper, Wyo.).

WWPF Palatka, Fla.—Granted assignment of licenses to **George W. Hall** et al d/b as **Hall Bcstg. Co.**

WPEG Winston-Salem, N. C.—Granted assignment of cp to **WPEG, Inc.**

WCBC-FM Anderson, Ind.—Granted transfer of control from **Great Commission Schools Inc.,** to **Alfred B. Smith** and **Loren F. Bridges**

Granted licences for following am stations: KAPE San Antonio, Tex.; KLAN Lemoore, Calif., and specify studio location; KTEE Idaho Falls, Idaho.

Granted licenses for following fm stations: KFMX-FM San Diego, Calif.; WRMN-FM Elgin, Ill.; KQBY-FM San Francisco, Calif.

KEBS San Diego, Calif.—Granted license for noncommercial education fm station.

KGRT La Cruces, N. M.—Granted license covering increase in power, installation new trans. and changes in ant. system.

KIMN Denver, Colo.—Granted license covering change from DA-N D to DA-D only (DA-1 to DA-N).

KGBS Los Angeles, Calif.—Granted license covering increase in power, installation new trans. and installation of DA-1; condition.

WJBC-FM Bloomington, Ill.—Granted license covering increase in ERB.

KGBS Los Angeles, Calif.—Granted license covering use of old main trans. as aux. trans.

WSFM(FM) Birmingham, Ala.—Granted license covering increase in ant. height to 340 ft. and change studio and ant.-trans. location.

KAZZ(FM) Austin, Tex.—Granted license covering decrease in ERP and installation new trans.

KDEN-FM Denver, Colo.—Granted license covering increase in ERP and ant. height and installation of new type trans.

WJHG-TV Panama City, Fla.—Granted cp to change ERP to vis. 166 kw; aur. 83.2 kw; trans. location, install new trans., new ant. system, and make changes in equipment; ant. 870 ft.

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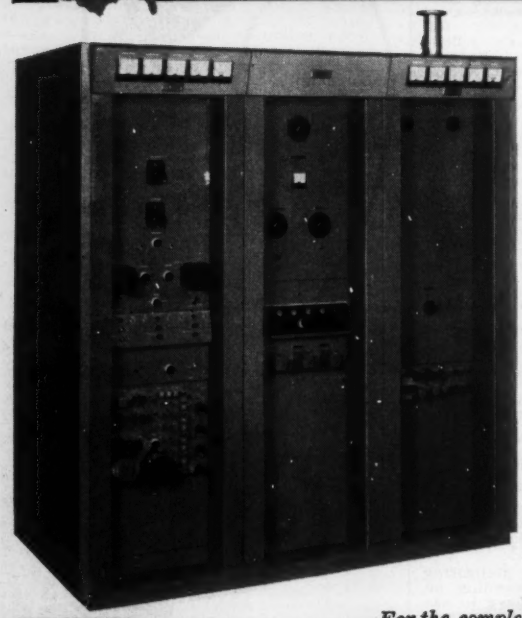

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Service Directory

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RE 7-0458

KBLA Burbank, Calif.—Granted cp to change ant.-trans. location, install new trans., remote control permitted.

WMRO-FM Aurora, Ill.—Granted mod. of cp to change frequency from 107.9 mc to 95.1 mc.

WLBT(TV) Jackson, Miss.—Granted extension of completion date to December 1.

Actions of November 3

Granted STA for following vhf tv repeater stations: Glenwood T. V. Club, chs. 13 and 6, Glenwood, N. M. (KROD-TV, ch. 4, El Paso, Tex. and KGUN-TV, ch. 9, Tucson, Ariz.; St. Johns Tv Committee, chs. 11 and 6, St. Johns, Ariz. (KOB-TV, ch. 4, Albuquerque, N. M., and KGUN-TV, ch. 9, Tucson, Ariz.); Duncan Valley Tv Ass'n., ch. 2, Duncan, Ariz. (KGUN-TV, ch. 9, Tucson, Ariz.); Tv Booster Club, chs. 7, 6, 13, 8, and 4, Prescott, Ariz. (KTVK-TV, ch. 3, KVAR, ch. 3, KVAR, ch. 12, KOOL-TV, ch. 10, Phoenix, Ariz.; Lake George Volunteer Fire Dept., ch. 4, Lake George-Florissant, Colo. (KOA-TV, ch. 4, Denver, Colo.); Community Tv Club, ch. 11, Canon City, Colo. (KKTV, ch. 11, Colorado Springs, Colo.; Creede Tv Assn., chs. 9, Masonic Park, South Fork and 6, Creede, both Colorado (KCSJ-TV, ch. 5, Pueblo, Colo.); Durango Tv Translator, Durango Junior Chamber of Commerce Inc., ch. 6, Upper Animas Valley, near Durango, Colo. (K72AN, ch. 72, Durango, Colo.); Grand Valley T. V. Booster Assn., ch. 2, Grand Valley, Colo.; South Platte Valley Assn., ch. 4, Julesburg, Colo. (KNOP-TV, ch. 2, North Platte, Neb.; T. V. Committee, ch. 12, Wray, Colo. (KOMC, ch. 8, McCook, Neb.; Aspen Tv Committee, ch 13, Roaring Fork Valley, Colo. (KREX-TV, ch. 5, Grand Junction, Colo.); Sweetwater Community Tv Assn., ch. 4, Sweetwater, Idaho and adjacent vicinity, Idaho (KXLY-TV, ch. 4, Spokane, Wash.); Central Idaho Rod & Gun Club, Inc., ch 7, Challis and surrounding community, Idaho (KID-TV, ch. 3, Idaho Falls, Idaho); Banner Tv Club, ch. 3, Banner District, Idaho (KLEW-TV, ch. 3, Lewiston, Idaho); Leadore Community Tv Assn., chs. 7 and 9, Leadore, Idaho (KID-TV, ch. 3, Idaho Falls, Idaho and KTLE, ch. 6, Pocatello, Idaho); Harpster T. V. Assn., ch. 4, Harpster, Idaho (KXLY-TV, ch. 4, Spokane, Wash.); Madison Tv Ass'n., ch. 11, Ennis, Mont. (KXLF-TV, ch. 4, Butte, Mont.); Stanford T. V. Assn., chs. 11 and 7, Stanford, Mont. (KFBB-TV, ch. 5, and KRTV, ch. 3, Great Falls, Mont.); Saco Tv Club, ch. 9, Saco and Hinsdale, both Mont. (KOOK-TV, ch. 2, Billings, Mont.); Roundup Tv Assn. Inc., chs. 10 and 13, Roundup, Mont. (KGHL-TV, ch. 8 and KOOK-TV, ch. 2, Billings, Mont.); Russell Creek T. V. Club, ch. 7, Town of Ekalaka, Mont. (KDIX-TV, ch. 2, Dickinson, N.D.); Noxon Community Center, Inc., ch. 6, Noxon, Mont. (KHQ-TV, ch. 6, Spokane, Wash.; Swan Hill Tv Club Inc., ch. 9, Swan Lake, Swan River, Ferndale and Lake Blain, all Montana (KMSO-TV, ch. 9, Missoula, Mont.); Sula T. V. Booster Club, ch. 9, Sula, Mont. (KMSO-TV, ch. 13, Missoula, Mont.); Circle Tv Booster Club Inc., ch. 10, Circle, and Brockway, both Montana (KUMV-TV ch. 8, Williston, N. D.); Glacier County T. V. Club, chs. 11 and 13, Cut Bank, Mont. (K76AG, ch. 76, and K72AM, ch. 72, Shelby, Mont.); Mountain Translator Club Inc., chs. 12 and 7, Lewistown, Mont. (KRTV, ch. 3 and KFBB-TV, ch. 5, Great Falls, Mont.); Bear Spring Tv, ch. 12, Bear Spring, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); Hobson Community T. V. Assn., chs. 11 and 6, Hobson, Mont. (KOOK-TV, ch. 2, and KGHL-TV, ch. 8, Billings, Mont.); Merle Starkey, ch. 12, Oshkosh and Lewellen, Garden County, Neb. (KNOP-TV, ch. 2, North Platte, Neb.); Lewellen Tv Booster Ass'n., ch. 8, Lewellen and Oshkosh, Neb. (KHOL-TV, ch. 13 and KHPL-TV, 6, Kearney and Hay Center, Neb.); Bloomfield Non-Profit T. V. Assn., chs. 2, 10 and 6, Bloomfield, N. M. (KOAT-TV, ch. 7, KOB-TV, ch. 4, and KGGM-TV, ch. 13, Albuquerque, N.M.); KGGM-TV, ch. 13, Albuquerque, N. M.); Rockville-Springdale Tv., chs. 2 and 8, Virgin, Zion National Park, Rockville and Springdale, all Utah (KLRJ-TV, ch. 2, Henderson, Nev.); Piute County Tv, chs. 4, 2, and 5, Marysville and Kingston, 5, 4, 2, Circleville. 10, 8, and 12, Junction, 10, Angle, Utah (KCPX-TV, ch. 4, KUTV, ch. 2, KSL-TV, ch. 5, Salt Lake City, Utah); Twin WW Orchards, chs. 2, 4 and 6, Twin WW Orchards Community, N. of Orondo, Wash. (KREM-TV, ch. 2, KXLY-TV, ch. 4, Spokane, Wash.); Pateros Brewster Tv Assn. Inc., chs. 6, 7, 11, 9, 4, Brewster, Chelan Falls, both Washington (KHQ-TV, ch. 6, KREM-TV, ch. 2, KXLY-TV, ch. 4, Spokane, Wash.; Riverton-Fremont Tv Club, ch. 7, Riverton, Wyo. (KTWO-TV, ch 2, Casper, Wyo.); Jackson Hole Translator Corp., ch. 12, Jackson Hole area, Teton County, Wyo. (KTLE-TV, ch. 6, Pocatello, Idaho); Rawlins Free Tv Assn., ch. 7, Rawlins, Wyo. (KTWO-TV, ch. 2, Casper, Wyo.); Ranchester Tv Assn., chs. 6 and 12, Ranchester, Wyo. (KTWO-TV, ch. 2, Casper, Wyo., and KOOK-TV, ch. 2, Billings, Mont.); Dayton Tv Assn., chs. 5 and 10, Dayton, Wyo. (KOOK-TV, ch. 2, and KGHL-TV, ch. 8, Billings, Mont.).

KJAY Topeka, Kan.—Granted acquisition of positive control by **Dale S. Helmers** through purchase of stock from **Edwin Victor Schulz, Jr.**

WSOQ North Syracuse, N. Y.—Granted assignment of license to **WSOQ Inc.**

KTNM Tucumcari, N. M.—Granted assignment of license to **Tucumcari Bcstg. Co.**

Granted licenses for following am stations: KCLU Rolla, Mo.; KADL Pine Bluff, Ark., and specify studio and remote control location; KAKA Wickenburg, Ariz.

WREO-FM Ashtabula, Ohio—Granted license covering change in frequency, installation new trans. and new ant., increase in ERP and ant. height.

KILT Houston, Tex.—Granted mod. of license to operate main trans. by remote control; conditions.

WHEC Rochester, N. Y.—Granted cp to install new main trans.

KIDO Boise, Idaho—Granted cp to install new trans. (main trans. location) as aux. trans.; remote control permitted (DA-2).

WHOA San Juan, P. R.—Granted cp to replace expired permit which authorized increased power, installation of DA-1; new trans.; changes in ground system and facilities.

WRAK-FM Williamsport, Pa.—Granted mod. of cp to increase ant. height to 1,270 ft., change type trans. and make changes in ant. system; remote control permitted.

Granted extensions of completion dates for following stations as shown: WRUL Scituate, Mass., to November 30, and WRAN Dover, N. J. to April 19, 1961..

Actions of November 2

KCPX Salt Lake City, Utah—Granted mod. of license to change studio location and operate trans. by remote control; conditions.

Times Herald Co. Port Huron, Mich.—Granted authority to transmit play-by-play account of semi-professional football games on Nov. 5 to CFPL London, Ontario, Canada.

WKAR-AM-FM East Lansing, Mich.—Granted authority to remain silent Thanksgiving Day, Nov. 24.

KAAB Hot Springs, Ark.—Granted request for cancellation of license for aux. trans.

Actions of November 1

KREB Shreveport, La.—Granted acquisition of positive control by **Gervase Stafford** through purchase of stock from **Edwin J. Charles** and **Arthur P. Rykken.**

WROL Fountain City, Tenn.—Granted license for am station.

WAJP(FM) Joliet, Ill.—Granted license for fm station.

WROL Fountain City, Tenn.—Granted mod. of license to change name to WROL Inc.

KVNU-TV Logan, Utah—Granted extension of completion date to April 12, 1961.

Actions of October 31

Granted STA for following vhf tv repeater stations: Usibelli Coal Mine Inc., ch. 6, Usibelli, also Suntrana, Healy and Cripple Creek, all Alaska (KTVF, ch. 11, Fairbanks, Alaska); Goose Lake Valley T. V. Club Inc., ch. 4, Lakeview and Goose Lake Valley Oregon and North Calif. (KVIP-TV, ch. 7, Redding, Calif.); Glenwood Tv Committee, chs. 10, 6 and 12, Glenwood Springs, Colo. (KOA-TV, Denver, Colo., and KFBC-TV, ch. 5, Cheyenne, Wyo.); Divide Creek Av Ass'n., ch. 10, Silt and communities, Colo. (KREX-TV, ch. 5, Grand Junction, Colo.); T. V. Committee of Carbondale, ch. 2, Community of Carbondale, Colo. (KREX-TV, ch. 5, Grand Junction, Colo.); Battle Mountain Tv Assn., ch. 7, Minturn and Gilman, both Colorado (KFBC-TV, ch. 5, Cheyenne, Wyo.); Juliaetta T. V. Assn., chs. 6 and 2, Juliaetta, Idaho (KHQ-TV, ch. 6 and KREM-TV, ch. 2, Spokane, Wash.); Superior Tv Booster Club, chs. 4 and 13, Superior, Mont. (KXLY-TV, Spokane, Wash., and KMOS-TV, ch. 13, Missoula, Mont.); Martinsdale Lennep T. V. Ass'n., chs. 12 and 6, Martinsdale, Lennep and Two Dot Communities, all Montana (KXLJ-TV, ch. 4, Butte and KGHL-TV,

Continued on page 121

Originate programs away from the studio with a Collins Remote Pick-Up Transmitter and Receiver. Transmitter, power supply and associated equipment are easily installed or carried in the car. A built-in audio amplifier allows one man operation without danger of over-modulation.

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transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w, frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.*

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Station manager wanted. Proposed N.W. 10kw daytimer. Expect action soon. Base $750 plus commission. Must have background successful management in competitive area. Be dependable, sober. This market medium, growing. Fine, clean place for family, schools, college. Owners proposed station have businesses of 25 years standing. Strong financial backing. Wonderful opportunity for permanent, aggressive family man who knows his business. Box 691C, BROADCASTING.

Working general manager. Must be willing and able to invest in minority ownership. Box 751C, BROADCASTING.

Leading AM regional in major eastern market wants sales manager to head up local selling staff. Must have solid record in an important metropolitan area. Starting compensation open and substantial. Can advance financially and in executive responsibility. Multiple operation comtemplated. Will be available for interview at NAB Washington meeting Nov. 13 thru 15. Wire for appointment, Box 800C, BROADCASTING.

Manager, dependable, sober Milwaukee County, new FM, strong sales programming as AM, well financed opening 90 days, real opportunity. References. Box 802C, BROADCASTING.

California—Progressive manager for new AM station. Rapidly growing market. Box 862C, BROADCASTING.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Fulltimer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

35% commission, $40 per week, in medium size midwest market. Very prosperous fm only. Opportunity to advance to sales manager with considerable salary increase. Box 502C, BROADCASTING.

Top-rated station in Little Rock, Arkansas—has opening salesman with management potential. 30-40, married. Guarantee moving expenses, rapid advancement for producer. Area applicants favored. Send resume, photo, first letter. Box 704C, BROADCASTING.

Radio time salesman with drive and imagination. Guarantee plus top commission. San Diego market. Box 739C, BROADCASTING.

Second salesman in Great Lakes 100,000 two station market. Opportunity for small market salesman to step up. Security and help given. Box 804C, BROADCASTING.

If you want to live in Honolulu, Hawaii, and are interested in making money, we are interested in you. Station has competitive ratings and good reputation. All information confidential. Write Box 812C BROADCASTING.

Sales manager for fast growing Vermont station. Salary and commission. Salary determined only by your experience. Many advantages for the right man. Our staff knows of this ad. Resume Box 836C, BROADCASTING.

Wanted: Salesmen who can sell, country and western station, board work optional, salary. Box 852C, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Opportunity for energetic salesman of good character for network station in Texas resort city. Box 891C, BROADCASTING.

Salesman—excellent opportunity for good producer. Top St. Louis independent, multiple market. $6000 plus resume to Box 904C, BROADCASTING.

Top-rated station—Jackson, Miss.—has opening—salesman with management potential—30-40 — married. Guarantee — moving expenses—rapid advancement for producer. Area applicants favored. Send resume-photo first letter. P.O. Box 197, Jackson, Miss.

What proposition acceptable? Phone or write W-RIP, Chattanooga.

Salesman-new radio station-leading to sales management. WSOR, Windsor, Conn.

New England radio salesmen . . . only major leaguers wanted for top 5 kw in major market, new ownership. Lucrative draw (based on experience) against 20% commission. Apply in complete confidence to General Manager, WTYM, Springfield, Mass.

Placement in over 500 radio-tv stations. Nationwide major-market, midwest saturation. Free application. Walker Employment, 83 So. 7th St., Minneapolis 2, Minn.

Announcers

Eastern fulltimer in metropolitan suburb has opening for experienced announcer. Adult programming, sound operation, and fine local reputation in the market. If you are a good, experienced, small market announcer on the way up, this attractive job is for you! Box 709C, BROADCASTING.

Immediate opening in south Florida for ambitious, bright personality dj. Future determined by initiative. Must be interested in m-o-n-e-y. No beginners. Rush tape, resume. Box 714C, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt independent adult music station for dj work plus news gathering and writing. Excellent starting salary. Many extra benefits for mature man with proved ability. Personal interview necessary. List age, education, family status, detailed experience. Box 718C, BROADCASTING.

We have much to offer a friendly adult type morning personality who can double in sales. Good income, pleasant working conditions, college town and well established station in Virginia. Send complete resume including starting salary and tape, to Box 764C, BROADCASTING.

Pennsylvania station in city of 25,000. At least 2 years commercial experience. Must be good board man, good on news and commercial work, have car. Excellent starting salary with regular pay increases. Opportunity to advance in chain. Tape and resume to Box 826C, BROADCASTING.

Wanted: Morning announcer for Ohio station. Must have pleasant, mature delivery and be able to sell a commercial. We have a good music format and do not want a "top forty" dj. Experience essential. Send tape and resume to Box 827C, BROADCASTING.

1st phone man limited experience and voice beginner can fit this bill. Get your engineering and voice experience at a top flight power station. Many extras. Located Illinois. Box 856C, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer-salesman to help launch new station in Winchester, Virginia. Salary plus commission. Send resume and references to Box 872C, BROADCASTING.

Announcer, strong on news and good music. Rush tape, resume to Box 882C, BROADCASTING.

Wanted, live top 40 all night deejay with first phone license by top southwest independent. Send tape and resume immediately. Box 885C, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 888C, BROADCASTING.

Announcer with first ticket. Send tape, experience. P.O. Box 307, Vestal, Broome County, New York.

K-EZY—Disneyland Hotel—Anaheim, California. Ideal living. Auditioning experienced announcers with 1st phone. Announcing strong, technical light. Air mail tape, photo, resume, references, salary expected.

Newsman with good authoritative voice for 500 watt daytimer. Experience secondary. KGHM, Brookfield, Missouri.

Announcer with first phone. New Gates maintenance necessary. Tape, resume, and salary requirements to KGUC, Gunnison, Colorado.

WDLR, Delaware, Ohio needs announcer and announcer-engineer. New station, third in group. New building, all new Collins equipment. A real oportunity. Rush tape and details to C. R. Taylor, 14 Campbell Street.

Swinging dj wanted $80-? minimum for 32 hours. Medium metro 5 kw in heart of Dixie. Phone or write Ed Morgan WETU-Radio, Amherst 5-5000. P. O. Box 453, Montgomery, Alabama.

Announcers—First phone—non maintenance. New, 500 watt daytimer needs two good men for music, news programming; salary open. Excellent working conditions. On air early December.—Rush resume to WMHI, Route #5, Frederick, Maryland.

Top forty disc jockey needed. The right man for the right job. Rush resume and tape to Mel Bernam, WNOW, York, Penna.

Announcer-dj with good music NBC midwest affiliate. Must have experience. Work days. Good salary plus benefits. Send photo, tape and resume to Ed Hout, WTRC, Elkhart, Indiana.

Creativity. The sounds that build your rating. Offering specially taped one liners unique and professional. Over 100 original wild tracks successful in major markets. $10.00 cash or money order buys entire package. First come basis. Samples one buck and your tape. Eastman Productions, 1836 Jackson Street, Hollywood, Florida.

Professional announcer with a thorough knowledge of the entire standard classical repertory; a real speaking knowledge of at least French, German, Italian and a familiarity with other languages. Experience in general production. Top pay. Send audition and resume to International Good Music, 1151 Ellis Street, Bellingham, Wash.

Placement in over 500 radio-tv stations. Nationwide major-market, midwest saturation. Free application. Walker Employment, 83 So. 7th St., Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Technical

Chief engineer for eastern Ohio radio station. Starting salary $110. Reply to Box 830C, BROADCASTING.

Qualified operator for midwest Class 4 station. Must be energetic and willing to do some announcing. Box 838C, BROADCASTING.

Single market west Texas station has immediate opening for first class ticket to help announce, write copy or sell. Engineering ability is not important. Box 854C, BROADCASTING.

Have immediate opening for qualified engineer to do maintenance work for good single market station. Some travel required. Box 855C, BROADCASTING.

Chief engineer for new 500 watt DA station in Winchester, Virginia. Some announcing. Send resume and references to Box 873C, BROADCASTING.

Chief engineer—Must be mature, experienced, with directional operation. Position is executive, supervisory-maintenance, no transmitter duty, familiarity with modern equipment essential, salary excellent and commensurate with ability. KSTT-Davenport, Iowa.

Transmitter engineer. #1 station, Illinois' second market. Permanent position with excellent working conditions. Opportunity to share mobile equipment maintenance and facilities development. Write R. D. Schneider, WIRL, Peoria, Ill.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Placement in over 500 radio-tv stations. Nationwide major-market, midwest saturation. **Free** application. Walker Employment, 83 So. 7th St., Minneapolis 2, Minn.

Production-Programming, Others

Wanted: Newsman—central California regional station is looking for expert all-around man to gather, write and air news in authoritative style. Good future with number one station. Rush resume, tape at 7½ and reference to Box 629C, BROADCASTING.

Small California market has opening for chief engineer-announcer and program director. Send resume to Box 690C, BROADCASTING.

Newsman. Prefer college education. Editorial writing desirable, but not necessary. Give full particulars. Box 839C, BROADCASTING.

Wanted by a top regional Atlanta advertising agency a creative copy writer under 35 years of age. Must be able to contribute ideas and write copy for a variety of clients appealing to both trade and consumers. Experience in broadcast and print copy necessary. Salary open. Send complete resume which will be held in strict confidence. Box 850C, BROADCASTING.

Radio promotion manager wanted for major market west coast station. Must be strong on writing ability plus exploitation ideas and follow through. Send complete resume including starting salary, when available, etc. Box 863C, BROADCASTING.

Sports director, play-by-play of basketball, football, baseball. Opening immediately. Also copy-girl from N. C. area. Box 883C, BROADCASTING.

Experienced, persuasive copywriter for network Texas resort City. Box 889C, BROADCASTING.

Texas station needs experienced dependable traffic manager. Box 890C, BROADCASTING.

Help Wanted—(Cont'd)

Production—Pragramming, Others

Newsman to set up and operate intensive local news coverage for central Ohio station. Send details and tape to WDLR, 14 Campbell St., Delaware, Ohio or call C. R. Taylor, Delaware 2-0021.

A creative copywriter who has a systematic approach to traffic would fit well into WISM, Madison, Wisconsin, call Chuck Mefford now AL 6-3167.

Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

Excellent copy opportunity. Number one station in Lakeland, Florida looking for imaginative copy writer to take over copy department. Excellent pay for right person. Send samples, background, and references, first letter. WONN, Lakeland, Florida.

Program director—New radio station-advancement possibilities. WSOR, Windsor, Conn.

RADIO

Situations Wanted—Management

Potential is good but a proven record of accomplishment is better! Family man with fifteen years in radio, all phases, seeks improvement. Presently employed at five figures. Have first phone. Second spot in major market considered. Prefer south or west. Box 734C, BROADCASTING.

Dynamic small-medium market manager with sales, program, tech experience wants firm station. Box 766C, BROADCASTING.

Manager radio and/or tv. Sales, programming, administration. Production. Capable. Box 811C, BROADCASTING.

Presently sales manager with local sales average $12,000. Also have first phone and previous management experience. Family. Prefer group ownership. Box 824C, BROADCASTING.

Station not doing all it should? Change managers. Write me. Box 825C, BROADCASTING.

Mr. Manager do you need relief? My record will show I work well with others, am good at details, and have 6 years solid experience. Currently operating own business but want to return to radio. Seek opportunity as assistant to manager in south or midwest. Box 834C, BROADCASTING.

Licensed professional engineer over 25 years broadcasting experience desires active management participation in am and/or tv operation south, southwest or Pacific Northwest. Can make substantial cash investment in attractive proposition. Box 835C, BROADCASTING.

Experienced sales manager. Know why radio is good medium, can convince prospects. 37, married, college. Box 840C, BROADCASTING.

Station owner: Do you have fulltime facility with great potential top 25 market, yet have not attained goal? We have knowhow, if you have right percentage to offer. Initial station analysis free. Replies confidential. Box 851C, BROADCASTING.

Presently managing competitive medium market. Top salesman, first phone, full knowledge all aspects radio. Expert operating at lowest overhead. Sell managers desk, lock office, don't use them. Box 859C, BROADCASTING.

Successfully started, operated kilowatter. Now have $5,000 to invest or to join others in starting or buying am station. Box 861C, BROADCASTING.

Sales manager/management or possibility of same. Mature, long experienced, no financial or personal problems. Top references. Southeast, Carolinas or Virginia preferred. Box 875C, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Own metropolitan station but losing money? Would you consider lease purchase or percentage arrangement? Definite proven plan of operation. Box 876C, BROADCASTING.

FM. Two large market radio men, one in programming, one is sales management interested in running your fm station. Fair basic wage and commission. Have proven fm promotion and programming ideas. Box 878C, BROADCASTING.

Manager—over ten years experience station operation. Capable of handling any problem situation, building sales and ratings. Stable, responsible radio man with outstanding record. Available immediately for work in any market. Write Box 900C, BROADCASTING.

I'm it! The swinging program director who took a sick station and made it #1 in 6 months and kept it there for two years. Have top sales record and am also doing my own #1 rated show on the air as well. Jack of all trades. I'm ready to move. State full details immediately. Available now. Box 903C, BROADCASTING.

Sales

Top-billing salesman in seven station market—young, family man, degree, looking for bigger and better things. Box 896C, BROADCASTING.

Announcers

Experience will do it every time! Mature network-type announcer wants to relocate. Everything from Monster of Ceremonies on TV Shock Theatre, panel show moderator, friendly dj (oops, no format or rock 'n' roll!), authoritative newscaster, actor with 10 dialects, convincing commercial delivery and writer of continuity that sells—I've done 'em all! Presently employed. No prima donna, floater or lush. Reliability my motto —permanency my goal. Interested? Write to Box 738C, BROADCASTING.

Basketball play-by-play seven years experience, finest of references. Box 747C, BROADCASTING.

Morning man of exceptional ability and experience. Fifteen years at one of nation's finest 50,000 stations. Friendly, sober, easy-going jocular adult with adult approach. No rock and roll. Equally acceptable as late night personality. Tape, picture and resume waiting. Available in December. Reply to "Experienced." Box 780C, BROADCASTING.

Announcer, chief engineer, production, program director. Directional, major market experience. Box 784C, BROADCASTING.

Personality-dj. Bright, cheerful, experienced. Creative showman. References, tape available. Box 810C, BROADCASTING.

Happy sounding, fast paced, top 40 dj wishes to relocate in south or southeast. Tops in medium market. Six years. Experienced production, promotion, and news director. Come and get me. Box 813C, BROADCASTING.

Disc jockey-tv personality. Nine years in top ten market. Traffic slot top rated for last three years. Movie host sponsored continuously nine years. Agency programming background. Interested in permanence with aggressive station or chain. Prefer personal interview and audition. Box 814C, BROADCASTING.

"Night beat" dj, back from world travels, looking for midnite spot southwest or west. $125 minimum. Will also sell on good deal. 1st phone. Box 815C, BROADCASTING.

Announcer/dj news. Can swing or play adult music, strong on news, young, single, experienced, college, operate own board. Prefer Ohio, seriously consider others. Box 820C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top flight announcer with quality voice. Very light experience but professional sound. Box 829C, BROADCASTING.

Top announcer skilled all phases broadcasting. Presently in New York area. Desire to remain in general east coast area. Married, early thirties. No top 40. Box 831C, BROADCASTING.

DJ, young, ambitious, presently employed. Desires swinger. Top 40. Tired of dead radio. Looking for modern sound. Box 832C, BROADCASTING.

Announcer; employed, wants to advance experience, college, veteran. Box 833C, BROADCASTING.

Announcer with first phone available immediately. Professional school graduate. Three years experience as dj with top 40, standard and jazz music stations. Musician, young, family man, veteran. Strong in sports. Have many references. Box 841C, BROADCASTING.

Presently employed at #1 station. 600,000 population. Polished announcer. Desires midnight record show. Box 844C, BROADCASTING.

Attention Florida-Ohio. Experienced deejay-promoter, ambitious-leading references. Employed 845C, BROADCASTING.

DJ entertainer. Humor approach with gimmics. Several voices. Love commercials. Wish to relocate in east. Family man. Box 846C, BROADCASTING.

Qualifications? Excellent. Thirteen years radio-television. Announcer-director producer. Appearance, experience, executive caliber. Now in top market, desire more freedom of movement in middle sized market. Box 858C, BROADCASTING.

Announcer-newscaster, linguist, age 23, B.A. Degree, military completed. Present news-director western town 20,000. Looking for larger challenge, adult station. Send for tape and resume today. Box 860C, BROADCASTING.

After six years of tiny town radio—have a heart! Good announcer. NBC wanted me, (National Biscuit Company). Might make good pd. If you're in east prove you're my kind of people. Hire me! Family, college, first phone. Box 864C, BROADCASTING.

Denver, Arizona, California—AM, FM, TV experienced announcer prefer classical and other quality programming. BA in languages and mathematics. Available December 21, Box 865C, BROADCASTING.

Young, experienced "personality plus" dj. Good references. Will promote with appearances and hops. Box 866C, BROADCASTING.

College grad, radio school grad, sexy voice, run board, some experience. Box 867C, BROADCASTING.

Experienced personality dj desires midwest, fast paced, top forty. Will consider all. Tape, resume upon request. Box 868C, BROADCASTING.

Announcer-dj wants bigger market, more money. Relocate anywhere. Box 869C, BROADCASTING.

Announcing school and college graduate. Light experience. Hard working. Ambitious. Will locate anywhere for position with potential. Box 879C, BROADCASTING.

First-phone-announcer, 33, single, competent, experienced, wants re-enter small town radio anywhere. Box 884C, BROADCASTING.

Play-by-play . . . baseball, basketball, football. Tops in baseball. Mature, family man. Seven years experience with college coverage. Would like pro baseball. Box 897C, BROADCASTING.

Rock em back negro disc jockey-announcer. Tight format, versatile, years experience, will travel, best offer, prefer night shift necessary. Box 898C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

$$$ Top jock! Major market, five years #1 Pulse and Hooper ratings, wants to make change. Fast paced tight show. Remotes, record hops. Servicing accounts, etc. Available immediately. State full particulars. Box 902C, BROADCASTING.

Announcer, juvenilia, news, commercials. Rewriter. Ex-Plonk student. SF Bay area woman. JOrdan 7-6229.

Morning man, available now. Warm, friendly style, sales anywhere. Telephone HE 7-4199, 302 West Union Street, Morganton, North Carolina.

Novelty programs. Announcer-writer-producer-mc. Unlimited source of fun material for radio-tv. Box 1228, Harrisburg, Pa.

Announcer-dj, excellent voice, veteran 21, single, limited experience but quick to learn, will relocate anywhere. Steve Irwin, 8 Pinetree Dr., Farmingdale, N. Y.

1st phone dj. Metro market experience, family, bright, modern sound. Available immediately. Tapes, photos, resume. Fred Lane, 15 N. Ferndale St., St. Paul, Minnesota, Tel. SPring 9-0041.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Radio, tv announcer, performer. Michigan and Ohio area. Lite radio experience. Heavy stage, compatible performer. Smooth delivery. Pics available. Live auditions only. Age 35, write The Sad Sack, 29536 W. Chicago, Livonia, Michigan.

Announcer — Strong news, mature, family man. Some experience. Don Sattell, c/o Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago, Illinois.

Broadcasting school graduate would like start at slow pace station. Good reading ability. Strong on commercials. Low, smooth voice. Prefer Michigan, Ohio or Indiana but will consider other locations. Norman Swenson, 3741 Dukeshire, Royal Oak, Michigan, Liberty 9-4159.

Technical

First class engineer for transmitter duty in radio or tv. Experienced. No announcing. Box 789C, BROADCASTING.

Chief engineer. Desires California, Oregon or Washington. Dir. and remote experience, licensed amateur. 12 years electronics background. Box 849C, BROADCASTING.

Experienced first phone. Will travel. Box 31393, Los Angeles 31, California.

Engineer — Radio, television broadcasting, manufacturing and construction experience. Available at once. 6449 S.W. 19th St., W. Hollywood, Florida. YUkon 9-3966.

West coast, please. First phone, good theory, technical background. Dependable, age 30. Francis. 3546 Monserat, Belmont, California.

Production-Programming, Others

News director and play-by-play announcer with deep sports knowledge looking for permanent job with a station that wants and needs excellent news and sports coverage. Prefer college town. Box 816C, BROADCASTING.

Experienced, hard working program-production man operating own business wants to put his talent and energy back into radio. Prefer south or midwest. Excellent record. Box 821C, BROADCASTING.

Southern California newspaperman, 11 years experience, seeks radio or tv news. Two children, 34, j-grad, vet. Now making $145. Box 842C, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Experienced program director and disc jockey. Now employed in medium market but ready to move to larger market. Two weeks notice and I'll be there. Box 870C, BROADCASTING.

Music librarian or director. Do you value rich experience more than youth? Mature woman—wealth of background, music and radio. Box 871C, BROADCASTING.

Family man desires news in power station, southwest. Twelve years experience. Good voice, delivery. Dependable. Box 877C, BROADCASTING.

College and announcing school graduate seeks trainee position in radio and/or television news. Any location. Box 880C, BROADCASTING.

Looking for program director, production manager, announcer-dj. Several years experience. Have worked Chicago 50kw. Presently employed Chicago market. Box 895C, BROADCASTING.

Young, aggressive PD currently employed. Seeking new horizons with top 100 markets. Modern radio is my speciality. If you have the bright, tight modern sound, I am ready to move. Station currently employed with recently sold. Best of references. Call Bob Allen, Peoria, Illinois, 6824655 or 6749249.

Your African correspondent. Young free lance writer, BA Degree and two years news writing experience, leaving for African action spots December first. Can be your on the scene reporter. If interested write: David A. O'Connor, 3405 Carpenter St., S.E., Washington, D. C. or call LUdlow 4-0256 in Washington.

TELEVISION

Help Wanted—Sales

Energetic, persuasive salesman large Texas market. Box 796C, BROADCASTING.

One of America's finest television stations is expanding its local sales staff on January 1st. Now reviewing applications of experienced tv account executives who desire an opportunity with the number one station in a top market. Send resume and photo first letter to Box 803C, BROADCASTING.

TV salesmen wanted (2) for growing California chain. Must be creative, ambitious and have good management potential. Top salary, commission and car allowance. Must be available immediately. Write, Director Local Sales, KSBW-TV, P.O. Box 1651, Salinas, California.

TV film salesmen, all regions of USA, selling new children's animal series, commission. TV Associates, 62 Pinehurst St., Lido Beach, LI, New York.

Announcers

Experienced announcer-switcher for south Texas station. Box 794C, BROADCASTING.

Leading integrated radio-tv operation expanding live programming in new million-dollar plant has opening for versatile announcer of proven professional caliber. WSAV Radio-Television, Savannah, Georgia.

Immediate openings — Announcer-director, broadcast engineer, and copywriter. Midwest locations. Write: E. M. Sears, Box 62, Blocmington, Indiana.

Technical

Transmitter engineer for Texas vhf. Box 795C, BROADCASTING.

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief engineer needed for vhf station KFOY-TV soon to go on air in Hot Springs, Arkansas. Write to Hammett & Edison, Consulting Radio Engineers, Box 68, International Airport, San Francisco 28, California.

Experienced studio engineers. Must be tech. school graduate. Send complete information to Chief Engineer. WYES-TV, 916 Navarre Avenue, New Orleans 24, Louisiana.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C. E., Box 840 Corpus Christi, Texas.

Production-Programming, Others

Continuity writer with speed and creativity for vhf in large Texas city. Box 793C, BROADCASTING.

Experienced, dependable traffic manager Texas vhf. Box 797C, BROADCASTING.

TELEVISION

Situations Wanted—Management

Prepared for station management. Your interest would be appreciated. Now employed. Reasonably good references. Box 848C, BROADCASTING.

Under 30, desire management position. Finest three year record film industry. Prior, lead salesman major CBS-TV affiliate. Fine appearance, genuine ability! Presently employed. Seek refined, permanent position. Box 893C, BROADCASTING.

Sales

High operation cost with poor results can be overcome . . . Offering 14 years experience as chief engineer and management assistant. Box 819C, BROADCASTING.

Announcers

Announcer experienced—presently pd at 5kw radio station, eager to enter tv. 28, married, with mature voice and good appearance. Box 828C, BROADCASTING.

$$$ Top jock! Currently doing bandstand type show with unbelievable response. National magazines covering it weekly. If you're looking for a "Mr." personality—I'm your man. Well rounded in all phases of on camera work. Can also sell on or off the air like a pro. Available immediately. Qualified to produce bandstand or interview show. Full particulars first letter. Box 901C, BROADCASTING.

First phone, experienced as morning dj, newsman, news director. University degree. Trained in television. Want modern operation. Box 905C, BROADCASTING.

Technical

1st phone, available immediately, good tv background and potential, single. Box 745C, BROADCASTING.

High operation cost with poor results can be overcome . . . Offering 14 years experience as chief engineer and management assistant. Box 819C, BROADCASTING.

Studio technician, five years experience. Superb on lights, camera and special effects creation. TV school graduate. Sorry no ticket. Box 837C, BROADCASTING.

Can you use well qualified transmitter maintenance and operations man and pay reasonable salary? Box 847C, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

2½ years experience radio and tv. 1st phone. Prefer studio operation in New England, New York or Florida. Box 881C, BROADCASTING.

Graduating technical and production interns, trained in modern fully equipped studios by commercial minded instructors, now available. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Available January 15, 1961—Production/direction live/film. Versatile all phases commercial/education. 10 years experience. Have Arri—Passport—Will Travel. Box 640B, BROADCASTING.

Production or news. Experienced both. Broadcasting degree, 26, married, veteran. Potential is here, position there? Prefer southeast or southwest. Box 822C, BROADCASTING.

FOR SALE

Equipment

Midgetape, Mohawk pro 500, hardly used, 3 lb. transistorized b'cast quality all acces'rys. batt. charger, steno-transcriber, mike, case, use for remotes and office dictation. New cost $500. Best offer over $350. Box 671C, BROADCASTING.

Ampex 601, low impedance input—$450.00. Telefunken U-47 microphone, complete—$225.00. Presto disc recorder, 6D, 16 inch—$150.00. Presto disc recording amplifier—$75.00. Two sets Rangertone disc recorder and amplifier — $375.00/set. Box 818C, BROADCASTING.

RCA 70D turntables, BA-2C amplifiers, N and D meter 69-B, audio oscillator 68-B, GE BA10A amplifier, 639A and 633A microphones. audio and power terminal blocks, etc., sell cheap. Box 823C, BROADCASTING.

Mobile studio 27 foot custom built. Fully equipped for remotes and P.A. Exceptional bargain. Write for photo and details. Box 892C. BROADCASTING.

FM antenna—Andrew 1304-2 4-bay, 101.3 mc., two years old, $700.00. Also nine 20′ lengths Andrew 551 1⅝ transmission line. one-year-old, to highest bidder. KPEN, 1231 Market Street, San Francisco.

1 model S-36B Magnerecorder in case 8 months old $250.00, 2 model 90 Roberts recorders $50.00 each, 1 Presto 6N with ID head console mounted $325.00, 2 Gates turntable preamplifiers with common power supply $65.00, 1 Gates 6C line amplifier $120.00, 5 RCA 44BX microphone $65.00 each. Prices F.O.B. Texas City, Texas. Write to: Luke Stripling, KTLW, Texas City, Texas.

G.E. 250 watt transmitter complete—tubes and crystals. Now operating WJBW, New Orleans, La.

FM transmitter, Collins 3.5 kw, model 733. Best offer takes. WMOH, Hamilton, Ohio.

Tower—immediate delivery—Utility heavy duty 185′ with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Anything in broadcasting field from a tube to a tower sold or bought. Need 950, 2,000 & 7,000mc STL I. O. cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Video monitors. Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Video monitors-demo units. We're moving to our new plant in New Brighton, Minn. Several used lab and demo video monitor. 17" models $185.00 @ new warranty, Miratel, Inc.. New Brighton 12, Minnesota.

For Sale

Equipment—(Cont'd)

Microwave transmission line-Andrew 1⅝" and ⅞" teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Michigan radio station—Management talent available, prefer to buy with down payment but will pay cash. Hudson White and Company, 101 F. Waters Building, Grand Rapids, Michigan.

Equipment

Used uhf transmission equipment including transmitters, filtrexers and antennas. Give full particulars including type numbers, location of equipment, channel number and price. Box 420C, BROADCASTING.

Wanted—Used Devry 16 mm motion picture projector model 11000 CD (Navy type AQ-2) or equivalent in good operating condition. Desire unit which has been modified with electromagnetic change over mechanism. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Used 1 kilowatt AM broadcast transmitter. Contact Charlie Chrismon, WHOO, Orlando, Florida.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Hollywood, California, Triangle 3-1967.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license. Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

MISCELLANEOUS

Have puppet show—will travel! Four animal characters, flexible children's format. Hurry—the offer expires at the drop of a contract. For information, write Puppets, 832 Myra Ave., Yeadon, Pa.

RADIO

Help Wanted—Announcers

TOP PERSONALITIES WANTED

for top market station. Good bright voices and be able to handle tight production. Send complete resume, photo and tape at once.

Box 799C, BROADCASTING

BIG OPPORTUNITY!
FOR TOPNOTCH NEWSCASTERS ONLY

Radio Station CKGM in Montreal is looking for two first rate newscasters to augment its expanding news staff. If you are interested in becoming a part of the Number One station in Canada's largest city, send particulars, references and tape RUSH to:

The Manager,
Radio Station CKGM
1455 Drummond Street
Montreal, Que.
Canada

This is a top job with a top salary for newscasters of outstanding ability only.

SOUTHERN 50,000 WATT CLEAR CHANNEL

Experienced individual, enthusiastic air personality. Better than average money. Send immediately tape, resume and photo.

Box 909C, BROADCASTING

Help Wanted (Cont'd.)

Production-Programming, Others

Latin America!
UNUSUAL OPPORTUNITY
For Unusual Person!

Fast moving Radio-TV operation affiliated with ABC International with solid U. S. and Latin American backing wants Radio Program Director for new station.
Must have the following qualifications:
***Speak FLUENT Spanish**
***Solid experience in TOP-40 or Music & News format in U. S. and have ideas on how to make same swing in Spanish.**
An outstanding career opportunity in a fast growing Central American Market is offered to the person who can meet our qualifications.
Write full resume.
Box 785C, BROADCASTING

WANTED

Newsman—Central California regional station is looking for expert all-around man to gather, write and air news in authoritative style. Good future with number one station. Rush resume, tape at 7½ and reference to:

Box 629C, BROADCASTING

"WANTED"
RECORD LIBRARIAN

DESCRIPTION: College grad, 5 years small station experience, ambitious, company-man.

IDENTIFYING MARKS: Good taste, all-around showmanship, ability to select proper sequence, change of pace, thorough knowledge of recording artists and records essential.

REWARD: Outstanding career opportunity in Major Midwestern radio station. Excellent salary and working conditions. If you fit the description of this man, write.

Box 908C, BROADCASTING

RADIO

Situations Wanted—Management

TV OR RADIO MANAGEMENT

Seven years TV, eight radio program and sales planning experience, much as part of ownership team. Young, aggressive, with excellent administrative ability. Prefer west, but will go anywhere for right situation. Agency and public relations posts also considered.

Box 894C, BROADCASTING

Situations Wanted—(Con'd)

Production-Programming, Others

ATTENTION WESTERN STATES CHAIN OPERATIONS

W. Coast major professional jock—PD, et al. 16 years success in *sound*, personnel and *administration*. Rigs not right???? Give me challenge! I'll give you best stations your markets. You demand success. I require autonomy, money and/or stock. This man you'll be proud to have as friend and right hand. Personal interview and contract only, please.

Box 886C, BROADCASTING

TELEVISION

Help Wanted—Sales

Sales manager for No. 1 tv station in important Midwest market. We seek man who has proven he is ready to tackle bigger responsibility by his success in local sales, national sales and management of salesmen. Good salary plus commission.

Box 906C, BROADCASTING

TV SALESMEN WANTED (2)

For growing California chain. Must be creative, ambitious and have good management potential. Top salary, commission and car allowance. Must be available immediately. Write, Director Local Sales, KSBW-TV, P. O. Box 1651, Salinas, California.

Technical

FM AND TV EQUIPMENT SALES

Chance of a lifetime to join leading manufacturer of broadcast equipment. Responsible management position with complete company benefits including profit sharing and relocation assistance. Must have strong technical background in FM and TV equipment. Mail complete resume and photo today.

Box 790C, BROADCASTING.

Help Wanted—(Cont'd)

WFMY-TV
GREENSBORO, N. C.

Has excellent opportunity for a smart promotion-public relations man to head its promotion department. This job must have a man with broad experience. He must be familiar with layout, be a capable writer and research minded. Submit application with full information on experience, samples of work and photograph to General Manager, WFMY-TV

NEWSMAN WANTED

A member of our WDBJ-TV News staff has moved on to CBS News.

His replacement should have the following qualifications (in addition to sound character):

- *Dedication to the profession of journalism*
- *Practical experience — either TV, Radio, or Newspaper reporting.*
- *College degree—preferably Journalism*
- *Some working knowledge of still and motion picture photography*
- *Well-groomed appearance*
- *Clear enunciation, pleasant voice*

If you are interested, write us a letter as full of information about yourself as possible, particularly with reference to experience. State salary requirement. Do *not* include audio tape.

Although we can be classed as an elderly Company, we also believe we are classed as soundly progressive—and pretty aggressive, too. We invite your inspection.

Address your letter to:

John D. Schumacher
Personnel Manager
Times-World Corporation
P. O. Box 2491
Roanoke, Virginia

FOR SALE

Broadcasting School in middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. 50M cash required.

Box 899C, BROADCASTING

Production-Programming, Others

PROMOTION DIRECTOR

Idea man wanted by WICU-Television to take charge of Promotion-Public Relations Department. Will handle space layout, create ideas for station and sales promotion including on-air identification, direct mail liaison with station sales manager. *Everything* the promotion department handles must be geared to sales. Call or write:

Ben McLaughlin, General Manager, WICU-Television, Erie, Pennsylvania. GLendale 4-5201.

For Sale

Equipment—(Cont'd)

Spotmaster

NO. 1

IN CARTRIDGE TAPE EQUIPMENT

SEE THE NEW SPOTMASTER 500

A complete tape cartridge and self queing record-playback combo unit.

For details or demonstration, write

VISUAL ELECTRONICS CORP.

356 W. 40th STREET, NEW YORK 18, N.Y.

210′ TOWER FOR SALE

Wind-Turbine #3600. Triangular in shape with 36″ sides. Erected in 10′ sections quickly. Equipped with 24 steel guy cables. Maintained in excellent condition. $950.00 F.O.B. Boston, Mass. . . . Write:

Robert Marr
25 D Street
South Boston, Mass.

MULTIPLEX with MOSELEY

Sell a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

WANTED TO BUY

Stations

STATION LEASE

Will lease under management agreement radio and/or television operations. If you have an unprofitable or low profit operation, or are interested in retiring, a discussion of a lease agreement may be most satisfactory. More than twenty-five years of experience will be working in your interest and for your profit, without headaches to you.

Box 817C, BROADCASTING

Miscellaneous

WILL BUY FROM OWNER

Will pay reasonable price for AM station, anywhere U. S. Need not be in black. No brokers, please.

Box 874C, BROADCASTING

EMPLOYMENT SERVICE

SPECIALIZED PLACEMENT
Service for Men
In The
RADIO-TV INDUSTRY

- Station Manager
- Commercial Manager
- Program Director
- News Director
- Copy Writer
- Announcers
- Engineers

Our service confidential-rapid-effective—forward us a resume—or if you have not prepared one—mail your name and address for further information.

EARL WOOTON
DRAKE PERSONNEL, INC.
29 E. Madison Chicago, Illinois
Tel—FI 6-8700

ENGINEERS-ANNOUNCERS
COMBO

5 immediate openings (2) in Florida, (1) in North Carolina, (1) in New Jersey for straight engineering with minimum 5 years experience. (1) in Georgia. Please rush replies. Free registration. Also many openings throughout the southeast for announcers radio and tv, engineers, sales and copy writers.

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

FOR SALE

Stations

TWO STATION PACKAGE

Serving contiguous choice market area of the Pacific Northwest. Combined growth $200,000. Valuable real estate included in price of $300,000 with 20% down and long payout.

Box 786C, BROADCASTING

FOR SALE

Stations

CALIFORNIA

Single station market daytime. $60,000 with 29% down, balance 7 year. 7% interest on declining balance. Contact:
Box 887C, BROADCASTING

FLORIDA DAYTIMER

One station market. Priced for quick sale. $44,000—$12,000 down.

Box 907C, BROADCASTING

Calif	Single	Fulltime	$ 150M	terms
Fla	Small	Fulltime	50M	terms
Calif	Single	Daytimer	75M	29%
Ga	Single	250w	175M	terms
Tenn	Single	Daytimer	125M	29%
La	Single	Daytimer	53M	terms
Va	Single	Fulltime	57M	15dn
TVA	Single	Daytimer	85M	30%
Texas	Single	250w	28M	8dn
Ariz	Single	Fulltime	73M	29%
Ala	Medium	250w	65M	22dn
Calif	Medium	Fulltime	60M	cash
Fla	Medium	Regional	230M	terms
Calif	Medium	Regional	70M	29%
Va	Metro	Fulltime	330M	25%
Calif	Metro	Daytimer	175M	terms
Wash	Metro	1kw-D	85M	terms
Midwest	Large	low freq	700M	low dn

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

CALIFORNIA. Full time. Serves a market of 100,000. Competitive. $15,000 down.

ROCKY MOUNTAIN. One of the top operations in this area. Profitable. Full time. Top staff. Doing $200,000 per year. Asking $300,000 with 29% down. Includes real estate.

CALIFORNIA. Daytimer. Market of 50,000. Too small for present absentee ownership. Asking $50,000 with $8,000 down.

SOUTHWEST. Powerful regional daytimer. Absentee owned. Serves large and growing market. Asking $105,000 with 29% down.

CALIFORNIA. Small market. Full time. $8,000 down.

SOUTHWEST. Top market. $275,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

FOR SALE

Stations

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
1519 Connecticut Avenue, N.W.
Washington 6, D. C.
DEcatur 2-2311

Texas Single regional. Profitable. $47,500—Southern major regional. In the black. $350,000—Rocky Mt. Single regional. Making money. $40,000—Texas semi-major regional. Nice profits. $149,500. Southern single daytimer. In black. $45,000—Texas Single Regional. Profitable. $30,000—Several others. PATT McDONALD CO., Box 9266, AUSTIN 17, TEXAS. GL. 3-8080, or Dick Watts, 1300 Taylor, Amarillo, Texas. DR. 4-2236, or Jack Koste, 60 E. 42nd., N.Y. 17, N.Y., MU. 2-4813.

Dollar for Dollar

you can't beat a classified ad for getting top-flight personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 114

ch. 8, Billings, both Montana); Trout Creek Booster Club, ch. 4, Trout Creek, Mont. (KXLY-TV, ch. 4, Spokane, Wash.); West Daniels Tv, ch. 10, Peerless and Richland, both Montana (KUMV-TV, ch. 8, Williston, N. D.); Upper Rosebud T. V. Club, ch. 11, Upper Rosebud Creek, Mont. (KOOK-TV, ch. 2, Billings, Mont.); Community Tv Inc., chs. 2 and 10, Sutherlin and Winchester, both Oregon (KPTV, ch. 12 and KOIN-TV, ch. 6, both Portland, Ore.); Terry Peak Translator, ch. 9, Lead, S. D. (KRSD-TV, ch. 7, Rapid City, S. D.); Graybull Free Tv. Assn., ch. 12, Graybull and surrounding area, Wyo. (KGHL-TV, ch. 8, Billings, Mont.); Mammoth Community Tv, ch. 6, Mammoth Hot Springs, Wyo. (KID-TV, ch. 3, Idaho Falls, Idaho); Rocky Point Tv Club, chs. 6 and 11, Rocky Point community, Wyo., and Alzada community, Mont. (KOTA-TV, ch. 3; Rapid City, S. D.); Green River Tv Co-op., chs. 5, 2, 4, 9, 7, and 11, Several Ranchers and UP Railroad Sections & Green River, Wyo. (KSL-TV, ch. 5, KUTV, ch. 2, KCPX-TV, ch. 4, Salt Lake City, Utah).

WJRT(TV Flint, Mich.—Granted license for tv station; ant. height 940 ft.

KFVS-TV Cape Girardeau, Mo.—Granted cp to install presently licensed ant. as aux. ant. at new main trans. and ant. location.

KRMD-FM Shreveport, La.—Granted extension of authority to remain silent through Nov. 22.

Action of October 20

American Bcstg.-Paramount Theatres Inc. New York. N. Y.—Granted extension of permited to Feb. 1, 1961, to supply tv programs broadcast in United States over tv stations licensed to American Bcstg.-Paramount Theatres Inc. to Canadian Tv stations to include CFTO-TV Toronto, Ontario.

■ Granted licenses for following tv translator stations: K70BX, K77AR. Windom Area Tv. Inc., Windom, Minn.; K77AS, K83AM, Winter Garden Translator System Inc., Carrizo Springs and Crystal City, Tex.; K70BT, Santa Rosa Chamber of Commerce, Santa Rosa, N. M.; K76AG, Shelby T. V. Club Inc., Shelby, Mont.; K75AR, K81AG, Minnesota Valley Tv Improvement Corp., Granite Falls, Minn.: K79AM, Manson Community Tv Co., Manson and Chelan, Wash.; K72BD, K78AP, K82AK, Miami Translator System Inc., Miami, Tex.; K81AI, Honor System Tv Assn., Alpine and Marfa, Tex.; K71AW, K77AQ, K80AU, Cap Rock Translator System Inc., Memphis, Tex.

Petitions for rulemaking

Electronic Industries Association, Washington, D. C.—Request for rulemaking to amend sec. 15.68(b) to extend to December 31, 1962 temporary limit of 1000 uv/m for uhf tv receivers. Ann. Nov. 4.

License renewals

■ Following stations were granted renewal of license: WBBL Richmond. Va.; WCBG Chambersburg, Pa.; WRNL Richmond. Va.; WHAI Greenfield, Mass.: WHAI-FM Greenfield, Mass.; KPAP Redding, Calif.: WKEE-FM Huntington, W. Va.; WABZ Albemarle, N. C.; WALD Walterboro, S. C.; WAYN Rockingham, N. C.; WBAG Burlington, N. C.; WCGC Belmont, N. C.; WCNF Weldon, N. C.; WEGO Concord, N. C.; WGAI Elizabeth City, N. C.; WHIT New Bern, N. C.; WMFR High Point, N. C.; WNNC Newton, N. C.;WREV Reidsville, N. C.; WRNB New Bern, N. C.; WSOC Charlotte, N. C.; WSYD Mount Airy, N. C.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Candian broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

590 kc

VOCM St. John's, Nfld.—10 kw DA-N unl.

630 kc

CHLT Sherbrooke, P. Q.—10 kw D, 5 kw N DA-2 unl.

1310 kc

CKOY Ottawa, Ont.—50 kw DA-2 unl. (P.O.: 1310 kc, 5 kw D/1 kw N, DA-N)

1370 kc

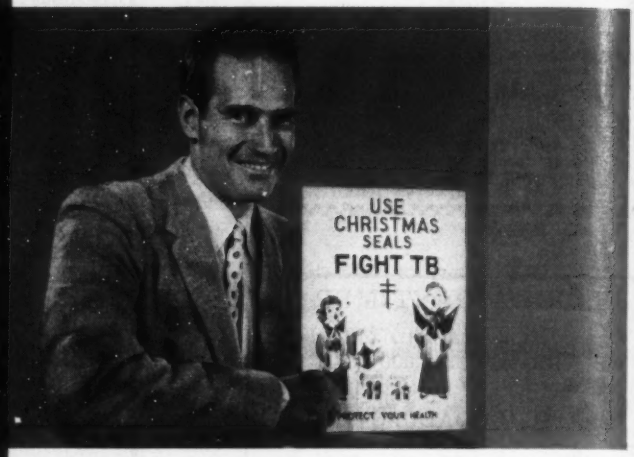
Valleyfield, P. Q.—1 kw DA-1 unl.

1470 kc

CFOX Pointe Claire, P. Q.—5 kw DA-2 unl. (P.O.: 1470 kc, 1 kw, DA-2).

TB STRIKES EVERY SEVEN MINUTES!

If You Have "THE TIME" Will You Help Fight TB?



These stars have contributed their talent to make this public service material available:

RADIO:

15-minute transcribed programs starring:
HARRY BELAFONTE, BOBBY DARIN, ROSEMARY CLOONEY, ERNIE FORD, CONNIE FRANCIS, KINGSTON TRIO, PEGGY LEE, TONY MARTIN, MITCH MILLER, KAY STARR

5-minute transcribed programs starring:
PERRY COMO, KINGSTON TRIO, TONY MARTIN, MITCH MILLER

Transcription of 20 Celebrity Spot Announcements

Transcription of 20 Recording Artists' Announcements for Disc Jockey Shows

NEW CHRISTMAS Seal Song recorded by FRANK SINATRA "MISTLETOE AND HOLLY"

TELEVISION:

1-minute and 20-second film spots featuring:
CHARLTON HESTON, ROCK HUDSON, TAB HUNTER, JO STAFFORD and American Artist STEVAN DOHANOS plus TB documentary spots

8-second ID

produced by FREEDOM FILMS, GOLDWYN STUDIOS, HOLLYWOOD, CAL. plus SLIDES, TELOPS, FLIP CARDS and POSTERS, GREYED AND COLOR

54th ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 14th through DECEMBER

For network use: Contact Frederick C. Wieting, Director, Radio and Television – National Tuberculosis Association, 1790 Broadway, New York, N. Y. – CIrcle 5-8000

For local use: Contact Your Local Tuberculosis Association in your own community.

OUR RESPECTS to Lester Richard Rawlins, general manager, KDKA Pittsburgh

He scuttled a network and welcomed the Pirates aboard

The first regularly scheduled broadcast by KDKA Pittsburgh Nov. 2, 1920, was an historic event of no interest to 12-year-old Les Rawlins, a farm boy who lived some hundreds of miles away in Byer, Ohio, a rural community most map makers haven't bothered to chart.

But the 40th anniversary of KDKA is a big event in his life, and will be until the end of November when a month-long celebration closes. As general manager, Les Rawlins presides over one of the best-known radio call letters in the world.

A favorite souvenir in his office is a pen stand made from the wood in the desk of the late Dr. Frank Conrad, whose pre- and post-World War I experiments at Westinghouse culminated in KDKA's formal debut Nov. 2, 1920, with the broadcast of the Harding-Cox presidential election returns.

Going to Town ■ Les left Fairfield Township High School with a diploma, an intimate insight into the niceties of farming and an urge to be an accountant. In lieu of college he took the more economical way into his chosen field—a correspondence course operated by the International Accountants Society. He had an affinity for figures and in 1927 landed a job with the Frigidaire Corp. His work soon drew front office attention and he moved up from accounts receivable clerk to office manager of the Cincinnati and Dayton retail offices. In 1932 he left the company to become auditor for a Frigidaire dealer in the area. In six years he was manager of the company.

His move to Westinghouse came early in World War II when he accepted a job as supervisor of employment at the Louisville (Ky.) ordnance division of the company. He kept moving forward at Westinghouse, rising to supervisor of industrial relations where he spent three years, 1943-46, in charge of the division's labor relations. In this post he left a lasting monument—a record of no lost time from strikes.

In 1946 Westinghouse closed down the ordnance plant and Les moved to Philadelphia as industrial relations manager for Westinghouse radio stations. Promoted to manager of KYW radio in 1950, he began his station management career. Thus, the 40th anniversary of the first KDKA broadcast is also his 10th anniversary in Westinghouse station management. He moved to the KDKA management post in 1952.

No tampering ■ This 52-year-old executive (born March 30, 1908) has followed definite management patterns. First, he is careful in hiring key personnel. Second, having hired, he lets the individual do his job with minimum interference.

"Each department head is charged with the responsibility of operating his department as though it were his own business," he said. "The overlapping cooperation between department heads helps to achieve the overall objectives of the station." Weekly meetings of department heads are held so each has a full picture of what's going on at the station. Managers of sales, programming, engineering, promotion, publicity and auditing departments join the meetings.

At KDKA Les Rawlins has made some of the most important changes in the pioneer station's history. First among these was the break from tradition in 1956 when he became convinced KDKA would be more successful if it dropped its NBC affiliation and operated as an independent. "Six months after the independent programming policy was inaugurated our audience had more than doubled," he recalled. Ratings mounted steadily and the 1960 billings will reach an alltime high.

Buildup ■ With the transition to independent operation he signed a number of top personalities in the market and built them up via promotion, publicity and participation in community projects. In addition he brought in others from out-of-town. He won't have any part of anonymous, formula radio for these on-the-air entertainers. "It's our thinking our talent should have a sense of balance toward programming besides functioning as convincing salesmen and participants in community activities."

KDKA's Rawlins
From Byer to seller

Another step in the Rawlins formula was expansion of the news department, with modern communications and transportation facilities and techniques utilized to get the news quickly, accurately and from the scene. He's usually the first one with a word of praise for a scoop or an especially thorough news report. A plaque was given Mike Levine when the newsman gained an exclusive interview with Nikita Khrushchev in Pittsburgh.

One of the Rawlins nifties was acquisition of rights to Pirate baseball broadcasts four years ago. At that time the team's main asset was the loyalty of faithful fans who stuck with the club during dismal years. The step was a fortuitous one, it developed early this year, as the ball club moved into first place in the National League. Share-of-audience, KDKA claims, passed the 75% mark at times during game broadcasts. And finally, when the club won the pennant and World Series, the station figured it completely dominated the audience during games. Baseball-angled shows with Pirate figures as talent are boosting revenues and audience long after the wild end of the World Series.

High Time ■ Another Rawlins step was to start editorializing just two years ago. "Our experience in editorials indicates radio should long ago have started taking a stand on public issues. Marked interest has developed in the editorials and positive action has resulted in such matters as mass transit," he said.

Les Rawlins is on the quiet side and gets results without shouting or arm-waving. Around Pittsburgh he has been active in all sorts of community projects. He's past president of the Pittsburgh Advertising Club and has been active in promoting an overhaul of the city's somewhat elderly industrial area. KDKA sits in the heart of the magnificent new Gateway Center.

Away from the office he pursues two hobbies—gardening and golf. His skill in the latter has slipped from a zero handicap to an eight. Thanks to golf and gardening, his six-foot frame stays at a trim 185 pounds. He has a ruddy complexion and brown hair.

He and Mrs. Rawlins live near Pittsburgh Field Club, his home course. He has scored three holes-in-one and is a past champion of Shawnee Golf Club in Louisville.

Decorating his office is a huge golf trophy given by the Pittsburgh Sales Executive Club, where he has twice held the club championship.

His gardening interest dates back to the Byer, Ohio, farm but he now specializes in lilies and roses.

A campaign for advertising

IT HAS become a cliche to say that advertising ought to do something about improving its image. Pick an agenda from almost any advertising convention held in the past two years, and you will find at least one speech or panel session devoted to a discussion of image-building.

So far it has been mostly talk. A few companies are individually working on public relations plans; advertising and media associations have taken steps to elevate standards; television broadcasters have organized the Television Information Office. But nowhere is there any serious plan for a public education campaign conducted on behalf of advertising in general.

The individual projects will no doubt have a cumulative effect from which all advertising will benefit, but the advertising business needs more help than that. Advertising needs to be explained through a professional program of public education, to which the whole advertising community would contribute. The instrument for that program already exists.

In more than a decade of service The Advertising Council has had conspicuous success in winning public support for useful causes, through voluntary contributions of advertisers' agencies and media. It seems to us that the techniques the council has used to get out the vote or reduce forest fires could also be used to tell people how advertising works and why it is essential to our economy.

Why not make an advertising campaign for advertising a major project for the council in 1961?

Post-mortem & prognosis

NOW that the sound and fury of the elections have subsided, a post-mortem and a prognosis are timely for the broadcaster and the broadcast advertiser.

The tide turned for John F. Kennedy on Sept. 26. That was the day of the first of the four debates with his Republican adversary, Vice President Richard M. Nixon. It gave the less-known man maximum exposure before the electorate that he otherwise could not have had. It gave the voters the opportunity to appraise the two candidates as they appeared face-to-face.

What's ahead under President Kennedy and his Democratic-controlled Congress—the first time in six years that both the executive and the legislative branches will be of the same party? The congressional pattern is established. But President-elect Kennedy is an enigma vis-a-vis broadcasting.

Franklin D. Roosevelt, who was elected to an unprecedented four terms largely through his magic with the microphone, was disposed to love the radio to death. He looked with deep suspicion upon newspaper ownership of radio because the press was preponderantly against him. He spoke of radio as the medium that overtook the "innuendoes and the half-truths" of the press.

Senator Kennedy, whom some see as a sort of junior FDR, must know that television provided his biggest gun in this year's strenuous campaign. He isn't likely to forget it in his role as the chief of state.

As a senator, Mr. Kennedy has made no significant statements concerning broadcasting. During the campaign, his observations were confined to the importance of the tv debates, and to the need for reappraisal of the functioning of the independent agencies, of which the FCC has been the most controversial.

But the observations of some of those surrounding Mr. Kennedy have sent cold chills down the spines of advertising and marketing men. They have written and talked about taxes on advertising to discourage purchases of unneeded goods and services. Mr. Kennedy, however, has disclaimed any such notions.

Of immediate concern is what President-elect Kennedy will do about appointments on the FCC. Practical politics dictate that Fred W. Ford will be called upon to relinquish his chairmanship. Mr. Ford's term runs until 1964 and he unquestionably will revert to a commissionership—one of the new three-man GOP minority.

An FCC vacancy will exist for a Democratic replacement since Commissioner Charles H. King of Detroit is a recess appointee. Barring the unexpected he will step out when his Democratic successor is qualified.

It has been assumed that Commissioner Robert T. Bartley, who has served for eight years and is the ranking Democrat, would succeed to the chairmanship. He is the nephew of Speaker Sam Rayburn and close to Vice President-elect Lyndon B. Johnson. But this isn't necessarily so. President-elect Kennedy may have other ideas. He may want to infuse new blood in the agency through a new chairman named from the outside.

What President-elect Kennedy may lack in communications expertise is offset by the first-hand knowledge of his vice president, Mr. Johnson. Mrs. Johnson, for more than a decade has been the owner of broadcast properties in Texas, with which Mr. Johnson is not entirely unfamiliar.

Broadcasters in the Kennedy camp include J. Leonard Reinsch, Cox radio and tv station executive director, and Myer (Mike) Feldman, an administrative assistant of Senator Kennedy. Mr. Feldman is co-owner of stations in Klamath Falls, Ore., and Newport, R. I. (BROADCASTING, Oct. 31). He will sell his interests however, since he is slated for the white House secretariat.

At the new vice presidential level are three men who know the vicissitudes of broadcasting. John S. Hayes, president of the *Washington Post* Broadcast Division, has been Mr. Johnson's television consultant. Leonard H. Marks, Washington communications attorney, handled finance and broadcast matters for Senator Johnson. Edgar Shelton, an ABC Washington vice president on leave, has worked with the Johnson entourage.

It is thus evident that there's no dearth of broadcasting know-how available to the incoming administration. The hope is that this reservoir will be tapped, instead of the reservoir of economic theorists who think advertising is a waste and broadcasting an intellectual blight that ought to be taken over by government.

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